

# Nutrition Month Campaign

## 2017/18 Sponsorship Opportunities

MAY 2016



Check out the new Sizzle Reel!



<https://www.youtube.com/watch?v=3Rvr6v9yK0Q>

## Campaign topic being determined

Nutrition Month Campaigns heighten exposure of healthy food and eating with visuals and key messages using strategic multi-media channels including traditional media, social media and closed circuit TV.

## Let Canadians know you care about their nutritional health

*What can you expect for your support:*

- Ability to profile your organization's product/service and resources to 6,000 members
- Access to millions of Canadians through the strong public relations campaign. The media reach for the 2016 campaign was >60 million. There were 317 media stories; 39 were on TV where our media spokespeople had the opportunity to showcase healthy foods and products during food/recipe demonstrations with a reach of 9.6 million
- Inclusion of your company logo on fact sheets and other resources created for the campaign. Downloads of all resources was 81,000 with an estimated distribution of 3.6 million
- The opportunity to position your organization as a leader committed to healthy eating to Canadians.



## Sponsor Benefit Packages\*

TYPE OF SPONSORSHIP	PACKAGE BENEFITS
<p><b>OPTION A</b></p> <p><i>OFFICIAL SPONSOR</i></p> <p><i>(minimum two year commitment)</i></p>	<ul style="list-style-type: none"> <li>• Exclusivity for product/service category</li> <li>• Showcase your product or service in campaign tools and promotions</li> <li>• Opportunity to use the Nutrition Month logo in corporate materials to demonstrate your support of the Campaign (with permission) until December 31, 2018</li> <li>• First right of refusal to be Official Sponsor of subsequent campaigns</li> <li>• Corporate identifier on all public Nutrition Month materials produced for the campaign including the Member Toolkit, fact sheets (estimated distribution &gt; 3 million), print ready recipes with (estimated distribution &gt; 0.6 million), &gt; 81,000 resource downloads overall</li> <li>• Acknowledgement of your support for the Campaign on DC's public web site which has 2 million visitors a year</li> <li>• Opportunity to promote Corporate Nutrition Month campaign initiatives to DC members through an article in our e-newsletter</li> <li>• Opportunity to have a package of evidence-based information about your product or service delivered electronically to the Nutrition Month Representatives and Media Spokespersons (approx. 40 leaders)</li> <li>• Opportunity to include your corporate materials in the Sponsor resource listing</li> <li>• Identified as an Official Sponsor in all DC member resources and promotions about the campaign</li> <li>• Corporate recognition as an Official Sponsor in media release and on DC's public website</li> <li>• Opportunity to submit up to 10 healthy recipes with related assets to the popular <i>Cookspiration</i> app for 2017 and 2018 campaign (recipes which meet criteria)</li> <li>• One set of DC membership mailing labels to directly reach members with your key messages</li> <li>• Final report on the campaign results delivered by late May/early June with an opportunity to provide insights to help shape future campaigns</li> </ul>
<p><b>OPTION B</b></p> <p><i>FACT SHEET SPONSOR</i></p> <p><i>(minimum two year commitment)</i></p>	<ul style="list-style-type: none"> <li>• Corporate identifier on fact sheets created for the Campaign (estimated distribution &gt; 3 million)</li> <li>• Opportunity to have a package of evidence-based information about your product or service delivered electronically to the Nutrition Month Representatives and Media Spokespersons (approx. 40 dietitian leaders across Canada)</li> <li>• Identified as a fact sheet sponsor to members in promotions about the campaign</li> <li>• Opportunity to include your corporate materials in Sponsor resource listing for members</li> </ul>

### Campaign Contact

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\* Other options possible

## Sponsor Policy and Guidelines<sup>1</sup>

**Sponsors** – Dietitians of Canada reserves the right to decide which organizations they will engage to be Sponsors. The overall aim of the Campaign is to promote healthy eating as described in *Eating Well with Canada's Food Guide* and the views and positions of Dietitians of Canada. Campaign Sponsor products/services must contribute to this aim.

**Campaign Processes and Products** – Dietitians of Canada reserves the right to control the contract process and decide on the public relations firm(s) and consultant(s) best suited to undertake and participate in various aspects of the campaign work. Dietitians of Canada oversees the campaign processes including theme, timelines, resource and tool development. Dietitians of Canada provides final editorial approval on all products produced.

**Sponsor Opportunities and Confirmation** – Sponsor opportunities are available on a first-come, first serve basis. Official Sponsors are provided a first right of refusal opportunity based on a prospectus submitted, up until 30 days after it is received. Official Sponsors receive exclusivity in their product/service area.

**Sponsor Confirmation** – You will be contacted about Sponsor details, including an agreement confirming your benefits to be signed and returned within 30 days upon receipt and prior to September 30, whichever comes first.

**Sponsor Restrictions** – Provision of Sponsor by Dietitians of Canada does not constitute endorsement of goods and/or services. Sponsors agree not to imply in any way to a third party that sponsorship constitutes endorsement of products or services. Neither the Dietitians of Canada name or logo can be used or reproduced without written permission. Official Sponsors have the right to use the Official Nutrition Month logo (available in French and English) with permission.

**Recipe Submissions** – Recipes to be included in Cookspiration and as campaign resources must meet specific nutrition criteria and be provided in English and French with a suitable photo. The recipe and photo cannot include (a) branded product(s). The nutrient analysis for each recipe must to be provided.

**Details Not Listed** – Dietitians of Canada reserves the right to develop Sponsor opportunities not listed in this document.

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<sup>1</sup> This summary does not replace the contract agreement.