

# Building A Healthier Future

2024 Nutrition  
Month Sponsorship  
Opportunities



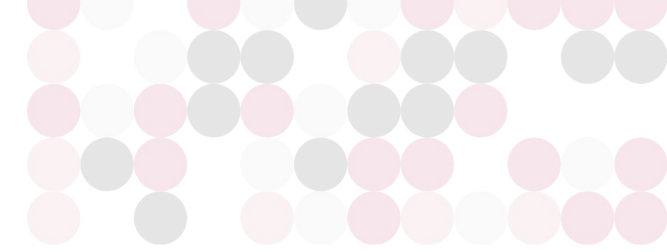
# About Dietitians of Canada

Dietitians of Canada is the nation's leading organization of food and nutrition professionals with over four decades of history.

Committed to advancing dietetics and healthier eating, our 5,000+ members enhance health and well-being of Canadians from coast to coast.

We're a trusted source for evidence-based nutrition information, for both dietitians and the Canadians whom they serve.

In addition to our annual Nutrition Month, we look forward to hosting the 19th annual ICND in 2024, showcasing Canada on the global nutrition stage.



# Nutrition Month with Dietitians of Canada

For over 35 years, Nutrition Month has been Dietitians of Canada's flagship campaign and a catalyst for change.

By sponsoring this initiative, your organization can join industry leaders in emphasizing your commitment to healthier eating and supporting Canadian dietitians.

*Join us in building a healthier future.*

# Impact of Nutrition Month

1,086,732

UNLOCK.CA USERS

1,723,416

UNLOCK.CA  
PAGE VIEWS

27,716

'FIND A DIETITIAN'  
SEARCHES

183,219

DOWNLOADS OF  
SOCIAL MEDIA KIT

6,013

COOKSPIRATION  
WEBSITE VISITS

43,285

COOKSPIRATION  
PAGE VIEWS

6,306

NUTRITION MONTH  
CATEGORY PAGE

*In 2023, Nutrition Month made a significant impact, engaging over 1 million Unlock.ca users and 6,306 visitors on our Nutrition Month category page. Partnering with us boosts your brand's visibility, creating alignment with Canada's trusted source for all things nutrition.*

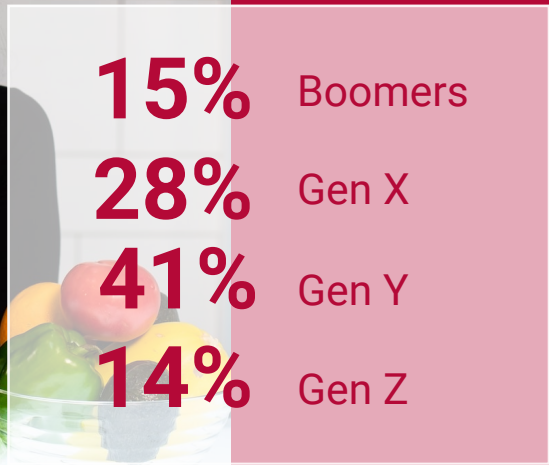


*Dietitians of Canada*  
*Les diététistes du Canada*

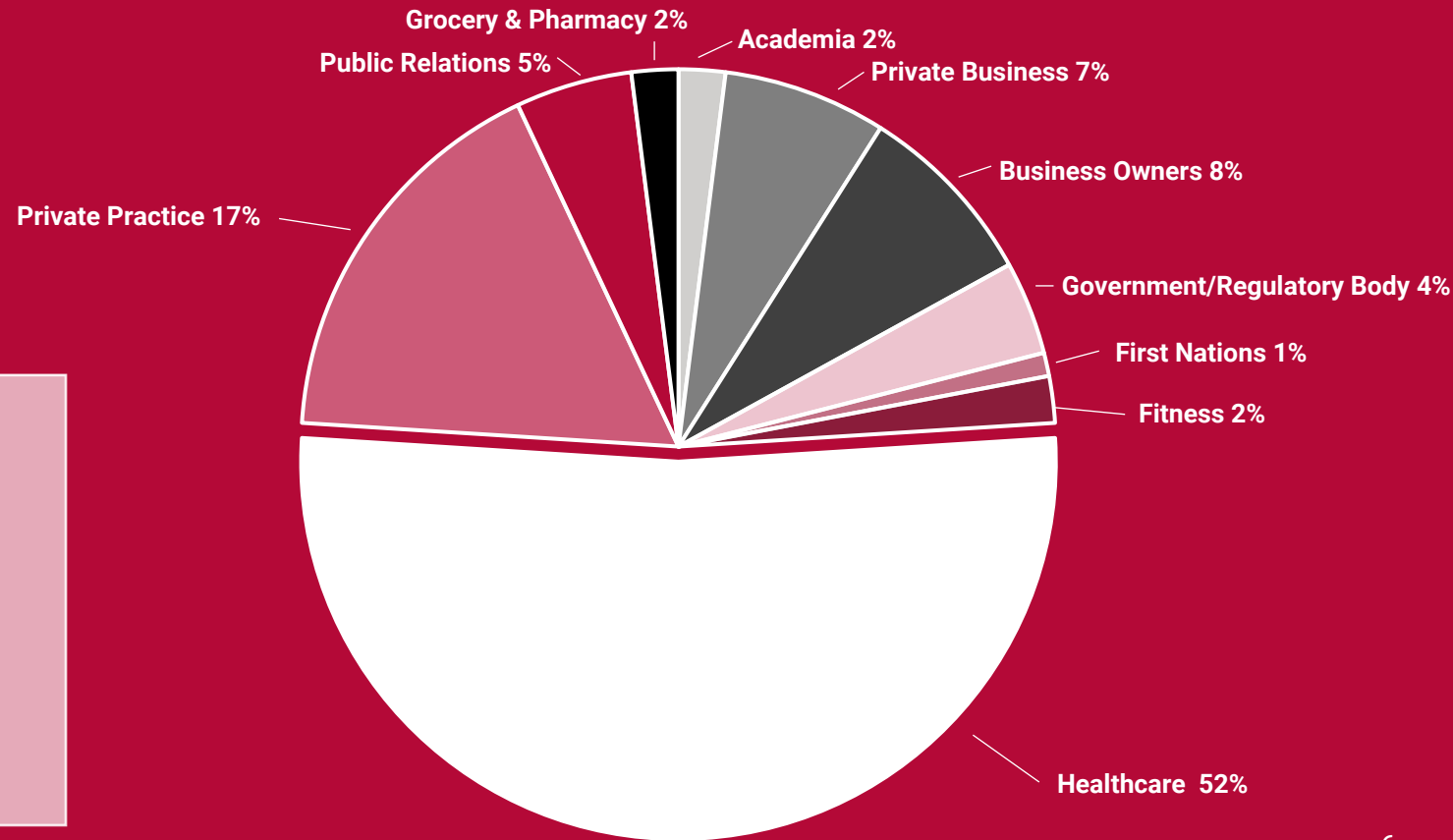
# Nutrition Month Audiences

# Our Members: Industry Experts

*Our membership of 5,000 spans diverse practice areas and age demographics, offering your brand opportunities for engaging the entire dietetic industry.*



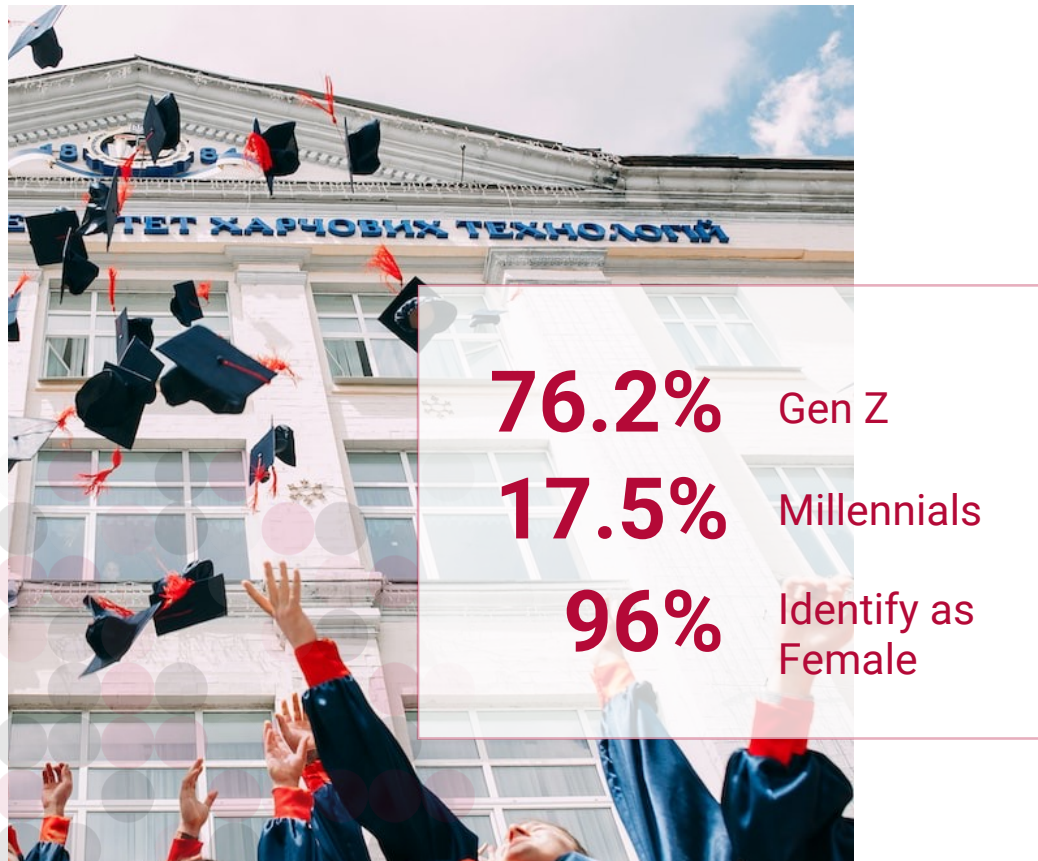
## AREAS OF PRACTICE





# Students: Future Leaders

*Cultivate valuable relationships with the next generation of nutrition leaders, a predominantly female demographic, who play a pivotal role in household decision making<sup>(1)</sup>*



## ATTRIBUTES:

- **Primary Household Decision-Maker:** **This segment is three times more likely** to be their family's primary caregiver, guiding household decision-making
- **Fitness Focused:** **76% more likely** than the average Canadian to regularly exercise
- **Technologically Engaged:** **43% more likely** to own a smartwatch and **55% more likely** to notice offers from social media. Online engagement extends to promo codes use (**38% more likely**) and mobile purchases (**91% more likely**).

# Health-Conscious Canadians



## ATTRIBUTES:

- **Growing Market: 70% of Canadians are more conscious of their health** than they were 2 years ago<sup>1</sup>
- **Notably Women and Baby Boomers:** when polling Canadians, **71% of women report making an effort to eat healthier; 76% of respondents aged 55+** report the same<sup>2</sup>
- **Post-Lockdown Health-Conscious Gen Z: 41% of 18-24 year olds intend to eat healthier** coming out of COVID restrictions and lockdowns<sup>3</sup>

<sup>1</sup> Environics Research, on behalf of Dialogue Health Technologies Inc., April 2023

<sup>2</sup> YouGov Polling Data, September 2023

<sup>3</sup> Hill+Knowlton Strategies, May 2020





*Dietitians of Canada*  
*Les diététistes du Canada*

# Exclusive Partnership Opportunities

# Own Your Category

*Make an impact and connect with your audience through our exclusive category partnerships. Each exclusive category sponsorship includes:*

## **Engagement Highlights:**

- Host a high-impact virtual webinar or event
- Co-created content opportunities
- 2 full-day passes for the International Congress of Nutrition and Dietetics (June 2024)

## **Marketing Benefits:**

- Dedicated Thank You post on Dietitians of Canada, social media
- Exclusive email to our engaged audience of 5,000 with link to sponsored content
- Prominent banner ads in our weekly e-newsletters (2 emails)
- Use of Dietitians of Canada logo
- Custom creative assets for promotional use
- Logo recognition across all Nutrition Month materials
- Custom end of year fulfillment report
- Inclusion in Dietitians of Canada Annual Report

# Flagship Partner – SOLD

*Exclusive*

Position your brand at the forefront of the nutrition and wellness industry as the Exclusive Naming Partner of Nutrition Month. This exclusive partnership brings with it a range of distinct marketing benefits, including:



*Hero spot on Unlockfood.ca homepage.*



*2 co-branded articles on UnlockFood.ca with option to collaborate with influential dietetic content creators.*



*Logo recognition as the Naming Partner across all Nutrition Month materials.*

# Virtual Cook Off Partner – Price: \$20k

*Exclusive*

Join us as the exclusive Nutrition Month partner through our Virtual Cook-Off sponsorship, a unique opportunity to showcase your brand to a diverse audience passionate about healthy living and culinary creativity. Position yourself at the forefront of this exciting event, connecting with our community in celebration of nutrition and wellness:



*Article on DC's Nutrition Month site on Dietitians Day (March 20th)*



*Logo inclusion on DC's Nutrition Month Partner Page*



*Logo and promotion alongside DC's virtual cook off promotions*



*x1 Email to DC's members*



*Presenting designation of the 2024 Nutrition Month Virtual Cook Off*



*Advertisement of your products on DC's product showcase and potential to promote your products in our virtual videos, Recipe sharing on DC's Nutrition Month site*

*Prizing opportunity for virtual Cook Off winner*

# Dietetics Industry Champion – Price: \$15k

*Exclusive*

Show your unwavering support for dietetic professionals and future nutrition leaders by owning recognition awards and appreciation events throughout the month. This exclusive partnership brings with it a range of distinct marketing benefits, including:



*Article on DC's Nutrition Month site on Dietitians Day (March 20th)*



*Host the virtual Dietitian Day Appreciation Event March 20th*



*Presenting designation of the 2024 Dietitian of the Year and 2024 Emerging Leader awards*



*Prizing opportunity for 2 winners*



*Logo inclusion on winner announcement email*



*Logo recognition as the presenting partner of Dietitians Day and Dietetics Industry Champion*



# Culinary Partner – Price: \$15k

*Exclusive*

Elevate your brand as the exclusive Culinary Partner by cultivating connections with food enthusiasts and industry professionals. This exclusive partnership brings with it a range of distinct marketing benefits, including:



*Contribute up to 5 recipes on DC's Nutrition Month site on Dietitians Day (March 20th) and in an e-recipe booklet (over 21,000 downloads per year)*



*Banner ad for subject-specific landing page on [Unlockfood.ca](https://unlockfood.ca)*



*Logo recognition as the Culinary Partner across all Nutrition Month materials.*

# Research and Innovation Partner – Price: \$15k

*Exclusive*

Our audience is always eager for learning opportunities and professional development. Connect with this audience by showcasing your support for research, learning and professional development. This exclusive partnership brings with it a range of distinct marketing benefits, including:



*Ownership of the Learning On Demand content series for Nutrition Month*



*Banner ad on Learning On Demand webinar videos*



*Logo recognition as the Research and Education Partner on all Nutrition Month materials*

# Nutrition Month Partner– Price: \$10k

Amplify your brand’s recognition by aligning with a nationwide movement to promote healthy eating habits and foster connections with dietitians.

## Engagement Highlights:

- *Article on DC’s Nutrition Month site on Dietitians Day (March 20th)*
- 1 banner ad on a content-relevant landing page\*
- 2 full-day passes to the International Congress of Nutrition and Dietetics (June 2024)

## Marketing Advantages:

- Logo inclusion on DC’s Nutrition Month site partner page
- Use of the Dietitians of Canada logo in promotional materials
- Logo recognition as Nutrition Month Partner on all marketing materials
- Inclusion in sponsor fulfilment report and Dieticians of Canada Annual Report

# Unlock Opportunities for a Healthier Future

**Amit Acharya**

Senior Manager, Business Development

Dietitians of Canada/Les diététistes du Canada

[amit.acharya@dietitians.ca](mailto:amit.acharya@dietitians.ca)

647-464-8775