

# NATIONAL FOUNDATION FOR CELIAC AWARENESS

## SPONSORSHIP OPPORTUNITIES 2011



### NFCA COMMUNITY AND EDUCATIONAL EVENT

**Appetite for Awareness: a Gluten-Free Cooking Spree.** Appetite for Awareness is NFCA's signature event and features 35 premier chefs teaming up with top doctors in Philadelphia to compete for the best gluten-free dish. The event gains significant media exposure on television, print, radio and on-line blogs with saturation in one of the largest media markets in the nation. *Available from \$5,000.*

### NATIONAL AWARENESS CAMPAIGN

**YouTube Campaign.** Sponsor one of NFCA's YouTube Channels and put your brand in front of NFCA's followers. NFCA is launching a series of contests seeking submissions on a wide range of celiac and wellness-related topics including: medical, children and parenting, humor, etc. Campaign will be promoted on NFCA's social networking outlets with 5,000 followers on Facebook, Twitter and LinkedIn. *Exclusive sponsorship \$5,000.*

**Public Service Announcement with Marc Summers.** Public Service Announcement with Food Network host Marc Summers will be co-branded and released through a national distribution network that includes over 200 television channels. *Exclusive sponsorship \$12,500.*

### HEALTHCARE AND PATIENT SERVICES

**Do I Have Celiac brochures.** These tri-fold brochures are distributed in doctor's offices, health food stores, conferences and colleges nationwide. The brochures have space on the back page for company logo and web address. Over the past five years, NFCA has distributed over 500,000 copies. *Begins at \$1,000.*

**Webinars.** NFCA's webinars provide a broad audience of celiac patients, healthcare professionals, dietitians, chefs and restaurateurs with information about celiac disease and gluten-free living. Features presentations from doctors, nurses, dietitians, educators, industry experts and national celiac disease organizational leaders. *\$2,500 per webinar.*

**1-in-100 Facebook Application.** NFCA will be creating a facebook application to enable facebook users to understand the prevalence of celiac disease and take an active role in educating their personal network about the signs, symptoms and risk factors associated with celiac disease. *Exclusive sponsorship for one year is \$10,000.*

**New Patient Guide.** NFCA's survival guide for newly diagnosed celiac patients provides a wealth of how-to information on the gluten-free diet, shopping, reading labels and eating out. This is a co-branding opportunity as NFCA pitches your product line within the guide and provides a full-page ad on the inside back cover. *Exclusive Sponsorship: \$7,500.*

**Continuing Medical Education (CME).** NFCA's CME program is a free, comprehensive online continuing education activity for the primary care provider that presents current information and resources to improve recognition and care of the person with celiac disease. NFCA is exploring marketing opportunities to promote this program to primary care physicians, physician assistants and others on the front line of diagnosis. If you are interested in partnering with NFCA to reach this target audience, please call Kristin Voorhees at 215-325-1306 x109.

## GLUTEN-FREE INDUSTRY

**Social Marketing Campaign.** Recipes and product reviews are the most highly trafficked area of NFCA's website. NFCA can launch a comprehensive campaign for companies that meet NFCA's mission to improve access, affordability, quality and accessibility within the gluten-free marketplace. If approved, we will push your product line through recipes and reviews in our e-newsletter and website. Regular tweets on Twitter will compliment postings on NFCA's Facebook page. We can also launch a recipe contest, highlight a video or find other ways to engage our audience of over 8,000 followers. *Limited availability. Four weeks of saturated coverage \$5,000. **SOLD OUT FOR 2011***

**Alternative Appetites Presents.** NFCA's web series, Alternative Appetites, features gluten-free products and recipes in a cooking show format. 15-second commercial and product placement (\$7,500). Special segments include a company representative demonstrating the use of your product or an interview about your company history, values and goals. *Episode filmed on-site at Renegade Kitchen (Boulder, CO) \$9,000. Extra cost to film at your location.*

**Co-branded Booth at Industry Trade Show: Fancy Food Show, National Restaurant Association Show, etc.** NFCA is looking for a partner to share a 10x20 booth space at a food industry trade show in 2011. NFCA will be promoting membership in our GREAT Business Association and selling our online gluten-free foodservice and restaurant training. Your company can send a representative or NFCA will share leads. *\$10,000 includes scanned leads list and logo on NFCA's pre-show eblast and GREAT Kitchens sell sheet for distribution at the show.*

## CELIACENTRAL.ORG

**Home Page.** NFCA's home page receives over half-a-million unique visitors each year. Your ad will appear below the right navigation bar and includes a link of your choice. *\$1,200 per month.*

**Right Hand Popcorn.** Companies with smaller budgets can appear in the interior pages of NFCA's website. *\$1,000 per month.*

**Monthly E-Newsletter Sponsor.** Emailed to over 70,000 subscribers, publication features personal stories, articles on celiac science, recipes, product reviews and more. *Popcorn Banner: \$750 month, content banner (placed between articles): \$1,000 per month.*

**Recipe Box.** Your company has the opportunity to brand a Recipe Box that features recipes that you provide OR recipes created through a contest that NFCA can launch within its social networking outlets. *\$2,500 annually.*

**Blogs.** NFCA's website features several blogs including "Ask the Dietitian" and "Athletes for Awareness" *\$3,500 annually.*

**\*Membership in the GREAT Business Association entitles you to 20% off sponsorship and advertising rates!**

**FOR MORE INFORMATION, PLEASE CONTACT JENNIFER NORTH AT 215-325-1306 X108 OR EMAIL [JNORTH@CELIACENTRAL.ORG](mailto:JNORTH@CELIACENTRAL.ORG)**

