



Progressive. Collaborative. Transparent.

Advertising + Sponsorship Kit

The 'go to' national voice for thriving food and beverage manufacturers in Canada. Food and Beverage Canada – Aliments et boissons Canada's 1,500+ members include starts ups through to large companies and industry stakeholders located from coast to coast.

Advertising and Sponsorship Benefits

- Reach new audiences through a credible and respected source
- Customize your plan to leverage social channels and extend reach with sponsored posts
- Take advantage of our membership and stakeholder networks across Canada
- Unique opportunities to sponsor co-created products

Sponsorship Opportunities for Co-Created Products

- Podcast episode or series
- Webinar event or series

Customized advertising and sponsorship ideas welcome.

Digital Advertisement Options

- LinkedIn or Twitter social post with additional paid ad options
- News from Ottawa bi-monthly newsletter text ad or box image
- Single e-blast to FBC-ABC's email lists

Content Options

- Advertorial
- Marketing image or text
- Logo/tagline
- Video
- Event details

Reach & Engagement Stats

1,000+
direct e-contacts

1,500+
contact reach via provincial association partners

ACCESS TO
Board of Directors,
Manufacturers and
Associate Members

535 FOLLOWERS
on LinkedIn

150 FOLLOWERS
on Twitter

Rates

Member Status	Social Post	E-Blast	News from Ottawa	Co-Created Product
Member	\$500.00	\$500.00	\$250.00	TBD with 35% discount
Non-Member	\$750.00	\$750.00	\$400.00	TBD

Cost-savings offered with bundled packages.