



CORPORATE PARTNERS SPONSORSHIP OPPORTUNITIES

We're connected to your target market

Learn about how you can benefit from our connections, services, and events

ALIGN WITH THE TRUSTED **source** IN THE GLUTEN-FREE COMMUNITY

GAIN CREDIBILITY THROUGH OUR **proven** CONSUMER AND INDUSTRY CONFIDENCE

REACH MORE THAN 650,000 **targeted** GLUTEN-FREE CONSUMERS ON A MONTHLY BASIS

- CELIAC.ORG** • Enhance your online presence with your prominently displayed logo on the *celiac.org website, currently generating 650,000+ unique visitors and 1.5 million+ page views per month.*
- LOGO ON PRODUCTS & WEBSITE** • Display the Celiac Disease Foundation Proud Sponsor logo on product packages and your company website.
- CONSULTING SERVICES** • Receive evidence-based web content, market assessment, access to industry and healthcare professionals, and valuable input into the development and launch of your gluten-free products.
- CONSTITUENT OUTREACH** • Feature your brand in digital communications to an engaged constituent list of 70,000+ and active social media channels with a reach of 160,000+.
- TEAM GLUTEN-FREE** • Participate in our flagship, peer-to-peer fundraising program, includes employee giving opportunities, sponsored events, product sampling, and cross-marketing of brands.
- VIRTUAL GLUTEN-FREE EXPO** • Receive acknowledgment on digital communications, on promotional materials, and the opportunity to provide product, coupons, and/or information to targeted customers.
- VISIBILITY OPPORTUNITIES** • Showcase your brand in Eat! Gluten-Free, on celiac.org and iPhone and Android Apps, and connect with the largest group of gluten-free consumers in one place.
- PATIENT & HEALTHCARE PROFESSIONAL PROGRAMS** • Be featured in patient, industry, and healthcare professional webinars and education programs.
- CAUSE-RELATED MARKETING** • Participate in co-branded marketing programs and social media campaigns that increase visibility and boost product sales.
- ANNUAL EVENTS** • Participate in annual events, such as the Virtual Gluten-Free EXPO (that provides education and tools to improve the lives of those who need gluten-free products and services), Galas, Fun Run/Walks, Golf Outings, and more.
- GIFTS IN-KIND** • Provide donations in goods and services.
- UNIQUE & INNOVATIVE PROGRAMS** • Meet corporate philanthropic goals with creative marketing opportunities that benefit both our organizations.

We proudly invite you to explore a mutually beneficial partnership with the Celiac Disease Foundation. Together, we can help end the needless suffering caused by celiac disease and gluten sensitivity.

LOGO AND CONTENT

- ✓ Provide approved content for **Sponsor website**
- ✓ **The Foundation Marks** on Sponsor website and approved materials accompanied by the following language: **“Proud Sponsor of Celiac Disease Foundation celiac.org”**
- ✓ **The Foundation Marks** placement on pack accompanied by the following language: **“Proud Sponsor of Celiac Disease Foundation celiac.org”**

ACKNOWLEDGMENT

- ✓ **Logo and link** on celiac.org homepage
- ✓ Sponsor **website listing** including **company logo**
- ✓ **Sponsor dedicated email**
- ✓ Monthly e-newsletter sponsorship related feature in one issue
- ✓ Acknowledgement **by email, newsmagazine, and website** listing The Foundation Sponsor relationship through distribution of a **press release by Sponsor** over a national paid newswire
- ✓ Participation in a **joint effort with Sponsor to utilize The Foundation’s social media sites** to periodically post Sponsor news, products, and recipes including **Facebook, Twitter, and Instagram**
- ✓ **Listing** in the Celiac Disease Foundation Annual Report

VIRTUAL GLUTEN-FREE EXPO

- ✓ Preferred placement of **company and company logo on celiac.org EXPO pages**
- ✓ **Recognition** in **EXPO digital communications**
- ✓ Preferred placement of **company and company logo on EXPO promotional event materials**
- ✓ Opportunity to **provide product, coupon, and information to participants**

EAT! GLUTEN-FREE

Celiac.org and iPhone & Android Apps

- ✓ **Product Listings**
- ✓ Featured **Leaderboard or Skyscraper banner**
- ✓ Featured **Recipe Posting, if applicable**
- ✓ Sponsor dedicated **push notifications** on **mobile app**
- ✓ Sponsor dedicated **blog post on mobile app and celiac.org Eat! Gluten-Free landing page**

CDF TEAM GLUTEN-FREE TURKEY TROT

- ✓ Preferred placement of **logo and link on Turkey Trot registration pages**
- ✓ Recognition in **Turkey Trot digital communications**
- ✓ Preferred placement of **company logo on Turkey Trot promotional event materials**
- ✓ Opportunity to **provide product, coupon, and information to participants**

Get sponsorship leverage with the benefits above. For more information and Sponsorship packages, contact laura.boone@celiac.org or 818.716.1513 X105.

