



 **Celiac Disease**
FOUNDATION®

Opportunities for Corporate Support

Together, we can help end the needless suffering caused by celiac disease.

The Celiac Disease Foundation is grateful for the support of our Proud Sponsors. Their unwavering commitment improves the quality of life for all people affected by celiac disease through funding important research, education, and advocacy initiatives. By partnering with us, companies can reach potential consumers in a deep and meaningful way by demonstrating their desire to make lasting impact in our community.

Our patients, caregivers, healthcare practitioners, and researchers — 100,000 strong — is now the largest celiac disease community in the United States. We work collaboratively with each of our partners to advance our mission to accelerate research for treatments and a cure for celiac disease. We invite you to explore a mutually beneficial partnership with the Celiac Disease Foundation.

A Robust and Engaged Audience

100,000

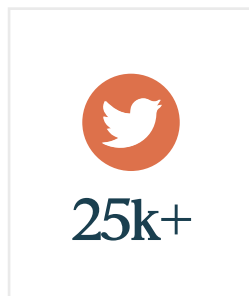
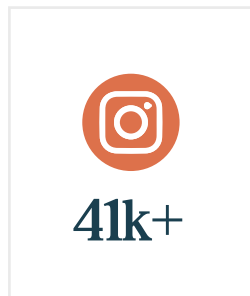
NUMBER OF PATIENTS, CAREGIVERS, HEALTHCARE PRACTITIONERS, AND RESEARCHERS

3,500

COMMUNITY FUNDRAISING PARTICIPANTS

An Active Online Community

FOLLOWERS



Gain Exposure With Our Growing Network

Website

HIGHLY ENGAGED USERS

5.8 MILLION
CELIAC.ORG VISITORS

SPENDING
NEARLY **3** MINUTES PER SESSION
VIEWING CELIAC.ORG

Emails

DEDICATED RECIPIENTS

100k
SUBSCRIBERS
EMAIL AND NEWSLETTER

40-60%
AVERAGE EMAIL
OPEN RATES

6-8%
AVERAGE EMAIL
CLICK-THROUGH RATES

Eat! Gluten-Free

GLUTEN-FREE PRODUCTS AND SERVICES

Also available in the app store

50,000+
DOWNLOADS
ON HIGHLY RATED APP

2.2
MILLION
PAGE VIEWS
PER MONTH

2.7
MILLION AVERAGE
IMPRESSIONS
ON LEADERBOARD AND
SKYSCRAPER BANNERS

400k+
AVERAGE IMPRESSIONS
FOR RECIPES AND PRODUCT
LISTINGS



OPPORTUNITIES FOR CORPORATE SUPPORT



Building Connections With the Celiac Disease Community

An overview of each program and benefits of support are provided below. We welcome further discussion on how these programs can be tailored to meet your philanthropic and customer needs.

Acknowledgment & Logo

- ▶ Company name and link on celiac.org homepage
- ▶ Sponsor website listing, including company logo
- ▶ Include the Celiac Disease Foundation Proud Sponsor logo on sponsor website and approved materials
- ▶ Display the Celiac Disease Foundation Proud Sponsor logo on product packaging

Constituent Outreach

- ▶ Inclusion in our monthly e-newsletter, INBRIEF
- ▶ Sponsor-dedicated email
- ▶ Showcase your brand on our active social media channels (Facebook, Twitter, and Instagram)
- ▶ Opportunity to be featured during May Celiac Disease Awareness Month with an Instagram giveaway
- ▶ Sponsor-dedicated webinar
- ▶ Q&A Blog Post

Team Gluten-Free & Student Ambassador Programs

- ▶ Become a sponsor for Team Gluten-Free and/or Student Ambassador program:
 - Company name and logo on program pages
 - Recognition in digital communications
- ▶ Opportunity to provide product and coupons for welcome packets, swag bags, in-person event materials, programs, and special events

Eat! Gluten-Free

- ▶ Company page, product, and recipe listings
- ▶ Featured leaderboard or skyscraper banners
- ▶ Sponsor-dedicated push notifications on mobile app
- ▶ Sponsor-dedicated blog posts on mobile app and celiac.org Eat! Gluten-Free landing page

Team Gluten-Free Turkey Trot

- ▶ Opportunity to be Title Sponsor for the event
- ▶ Preferred placement of logo on Turkey Trot registration pages, digital communications, and event materials
- ▶ Opportunity to provide products and coupons to participants





“Over the years, we have received overwhelmingly favorable response from the celiac disease community as impacted individuals have become more aware that all Jones Dairy Farm Sausage, Ham and Bacon products are gluten-free certified,” said CEO and Chairman Philip Jones. “It was because of this positive feedback that our family decided to give back and offer meaningful support to the Celiac Disease Foundation. We’re excited about our ongoing commitment to the CDF and anticipate a long-lasting and mutually beneficial partnership.”

– **Philip Jones, CEO and Chairman, Jones Dairy Farm**

“Because we are an Italian company, the Celiac Disease Foundation has been a key partner as we have expanded into the U.S. over the past several years. Through our shared values of improving the lives of those with celiac disease, we have been able to collaborate on numerous initiatives supporting research, patients, and healthcare providers. We have always appreciated the CDF team’s support of the Schär brand and openness to create new opportunities with us. We look forward to working together for years to come!”



– **Meghan Donnelly, MS, RDN / Senior Manager, Nutrition Services, Schär**



“We are thrilled to continue our long-standing partnership with the Celiac Disease Foundation. We are committed to proving that wholesome snacks can be enjoyed without compromise and are proud to be able to provide a delicious variety of certified gluten-free crackers and snacks. Through our partnership, we are able to drive awareness, create a meaningful connection, and support those with celiac disease.”

– **Maddie Boepple, Marketing Manager, Crunchmaster**

“As a leader in the gluten-free baking space for over a decade, partnering with the Celiac Disease Foundation made perfect sense. We’ve spent years perfecting our gluten-free products, allowing those consumers who live with celiac disease to enjoy delicious baked goods. King Arthur is glad to support such a worthwhile organization that does so much to further research, educate, and advocate on behalf of those consumers.”



– **Rosie Wawrzyniak, Associate Brand Manager, King Arthur**





Connect With Us

CORPORATE PARTNERSHIPS AT THE CELIAC DISEASE FOUNDATION

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celiac.org

