

## MARKETING OPPORTUNITIES: ADVERTISING AND SPONSORSHIP

The BCFPA has a variety of opportunities for food, beverage, and natural health processors; as well as associates/service organizations to promote their business. Each opportunity can be made unique to the organization to ensure maximum exposure.

***This document is an overview of the opportunities BCFPA offers; please inquire for further details on each option that is of interest to you to James Donaldson, [james@bcfpa.ca](mailto:james@bcfpa.ca)***

### PROCESS THAT! BCFPA MEMBER BULLETIN

**DESCRIPTION**

Process That! is a member-focused e-newsletter issued monthly. For added exposure, each bulletin ad or article will also be posted under the “News” tab on the BC Food Processors Association website and marketed through our social media channels.

**EXPOSURE LEVEL**

Will be sent to a growing subscriber list of over 1400 industry stakeholders, advertised on the BCFPA website, and sent through our social media channels of over 1500 followers (Facebook, LinkedIn, and Twitter), with a reach of more than 105,000.

**PRICE**

\$100 per month

### WEBSITE ADVERTISING

BCFPA’s websites receive a large amount of traffic from clients, to suppliers, to industry peers.

Full colour Banner ads in varying sizes are offered.

Ad Size	Member Cost	Non-Member
Banner 468x60	\$245	\$490
Square 250x250	\$455	\$910
Leaderboard 728x90	\$485	\$970

- Ads will be published for a period of 30 days, rates are subject to HST. Preferred advertising is to BCFPA members. (Ads must be supplied exactly to size as .jpg or .gif.)

## PROCESS THIS! PRINTED EDITION

### DESCRIPTION

Process This! Printed edition is our annual newsmagazine, which is published each January. (Advertising due by mid-November)

### EXPOSURE

Process This! has a reach of over 2000 subscribers to Western Processors Magazine in BC, as well as our membership of more than 375 members. Process This! Is also included in the welcome package to new BCFPA members and is used as a marketing tool for the Association.

### PRICING

- Full page..... \$1395.00
- 1/2 page..... \$795.00
- 1/3 page..... \$595.00
- 1/4 page..... \$475.00
- Cover Advertising: Inside front & inside back add \$200.00 to the earned frequency four colour rate of a full page ad.
- Outside back: add \$400.00 to the earned frequency four colour rate of a full page.
- Special Advertising Inserts: Rates on request

## FOODPROWEST

### DESCRIPTION

FoodProWest is our annual Expo; Buyers Day Trade Show and Gala Awards Dinner. This is THE premiere event for BC food, beverage and natural health processors to congregate and connect with international and domestic buyers to garner listings. This event also caters to associate services and provides a large networking component for organizations to connect with potential customers. The Gala Awards Dinner is a sell out each year with over 400 members celebrating industry achievements.

### EXPOSURE LEVEL

This is the BCFPA's largest event of the year and has exposure ranging from our social media platforms, word of mouth advertising, BCFPA website promotion, and onsite advertising. On line reach in excess of 105,000.

### PRICE:

Exhibitor packages start from \$900+ (Early bird pricing available for exhibitor booths).

Sponsor Types:

Title Sponsor \$12,500

Diamond Sponsor \$8,500

Platinum Sponsor \$5,500

Gold Sponsor \$3,500

Silver Sponsor \$2,500

Bronze Sponsor \$1,500

Coffee Sponsor/Lunch Sponsor \$2,000 plus F&B cost

BCFPA Awards Sponsorship: \$6,500 – Be one of seven sponsors of the prestigious BCFPA Awards at the FoodProWest Gala Dinner. Awards include: Product of the Year, Hall of Fame, Member of the Year, Innovation, Rising Star, Leadership and Workplace Safety.

*Please inquire for sponsorship packages and exhibitor packages, also available online as of January 1<sup>st</sup>.*  
[www.bcfpa.ca/foodprowest](http://www.bcfpa.ca/foodprowest)

## NEW MEMBER WELCOME PACKAGE

### DESCRIPTION

We include one page marketing flyer inserts in our New Member Welcome packages.

### EXPOSURE LEVEL

Mailed to all new members; we welcomed 100 new members in 2016.

**PRICE: \$500 FOR 12 MONTHS.**

## BREAKFAST SERIES EVENTS

### DESCRIPTION

These are powerhouse membership meetings with an average of 75 processors in attendance. We host these quarterly and each one is unique and tailor made for members. We have different level of sponsorships available from Title sponsor to table top exhibitor.

### EXPOSURE LEVEL

Recognition includes online advertising through our social media platforms, email marketing, website marketing under the Events tab, and onsite podium recognition.

### PRICE

#### **Title Sponsor - \$1500**

- Title sponsorship
- Podium Speaking Opportunity
- Name and Logo placement on all BCFPA marketing material for the event
- Table top exhibitor space
- Two tickets to the Breakfast Series event (including breakfast)

#### **Ambassador Sponsorship - \$750**

- Name listed in BCFPA marketing material
- Podium recognition
- One ticket to the Breakfast Series event (including breakfast)
- Table top exhibitor space

#### **Tabletop Exhibitor - \$250**

- One tabletop display
- Ticket to breakfast

## HOLIDAY SOCIAL

### DESCRIPTION

Our holiday social was sold out last year with more than 100 members in attendance. This is a great end of the year event to network with peers and connect with industry leaders.

### EXPOSURE LEVEL

Recognition includes online advertising through our social media platforms, email marketing, website marketing under the Events tab, and onsite podium recognition.

### PRICE

Title Sponsorship \$1500, Ambassador Sponsorship \$750. Food & Beverage sponsorship is also available.

## GOLF TOURNAMENT

### DESCRIPTION

Great event held every August with a large amount of exposure, gala dinner and more than 300 participants.

### EXPOSURE LEVEL

Social media reach in excess of 200,000, website advertising, email marketing and onsite promotion.

### PRICE TBD

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***Miscellaneous events are held throughout the year based on industry needs and members' feedback. Advertising, marketing, and sponsorship will be available for all BCFPA hosted events. For more information contact James Donaldson; 604-371-4245, [james@bcfpa.ca](mailto:james@bcfpa.ca).***

**SEE NEXT PAGE FOR FULL LISTINGS AND ANNUAL BUDGETING**

## IN A NUTSHELL: MIX AND MATCH OPTION TO SUIT YOUR BUDGET

	<b>Cost per Month</b>	<b>Cost per Year</b>
<b>Process That! BCFPA Member E-Bulletin</b>	\$100	\$1,200
<b>Website Advertising:</b>		
Banner	\$245	\$2,940
Square	\$455	\$5,460
Leaderboard	\$485	\$5,820
<b>Process This! Annual Printed Edition:</b>		
Full Page ad		\$1,395
1/2 Page ad		\$795
1/3 Page ad		\$595
1/4 Page ad		\$475
Inside Front Cover		\$1,595
Inside Back Cover		\$1,595
Outside Back Cover		\$1,795
<b>Food Pro West 2017</b>		
Title Sponsor (1 only)		\$12,500
Diamond Sponsor		\$8,500
Platinum Sponsor		\$5,500
Gold Sponsor		\$3,500
Silver Sponsor		\$2,500
Bronze Sponsor		\$1,500
Coffee Sponsor/Lunch Sponsor		\$2,000+
<b>FoodProWest Gala Award Sponsor</b>		\$6,500
<b>New Member Welcome Package</b>		\$500
<b>Breakfast Series Events - Quarterly</b>		
Title Sponsor (1 only)	\$1,500	\$6,000
Ambassador Sponsor (2 only)	\$750	\$3,000
Table Top Exhibitor (4 only)	\$250	\$1,000
<b>BCFPA Hoilday Social - December</b>		
Title Sponsor	\$1,500	\$1,500
Ambassador	\$750	\$750
Food and Beverage	cost	cost
<b>Golf Tournament</b>	TBD	TBD

