

Canadian Celiac Association

2019 Partnership Program





The Gluten Solution

Find. Treat. Cure



Who are we?

Since 1972, the Canadian Celiac Association has been the authoritative voice for people adversely affected by gluten.

We are a small national charity that is a source of *science-based information compassionately delivered.*



Our Strategic Priority Areas

- Access
- Quality of Life
- Awareness
- Diagnosis
- Strengthening CCA





CCA has a strong reputation around the world for its focus on science-based information



There are opportunities available at every budget level to help meet your business goals



Highly-engaged growing community - 80% of Facebook community is active.



Diagnosis and incidence rates are both on the rise. It is one of the fastest growing diseases worldwide.



Gluten-free reach: 4.45 million Canadians – celiac, gluten sensitivity (required diet) and gluten free lifestyle by choice

Why partner
with CCA?

State of Celiac Disease & Gluten Free in Canada – Leadership Forum



Friday, May 24, 2019 - Toronto



What is it? CCA will be hosting the first of its kind Canadian leadership conference to discuss the key issues in celiac disease, dermatitis herpetiformis and gluten intolerance.



Who will be invited? Canadian researchers, thought leaders, industry, influencers, government & allied stakeholders



Why partner? An opportunity to show your leadership in the community to help create solutions. The event will be videotaped to share highlights with the public.

State of Celiac Disease in Canada- Leadership Forum

May 24 – Toronto

Show your leadership.

Lead Partner - \$5,000 + bonus Silver Partner Benefits

(2 available)

- Help CCA co-host the who's who of the celiac disease community from researchers, government, community leaders and industry
- Join the discussions on big issues facing the celiac and gluten-free community and be a part of the future solutions
- Designate an individual to participate as a panelist
- Two complimentary event registrations
- Provide opening remarks
- Branded in event communications, materials and website include post-event widely circulated **White Paper Report**
- Event will be video-taped with highlights with brand
- Opportunity to be interviewed on a featured in special event podcast

State of Celiac Disease & Gluten Free in Canada – Leadership Forum

May 24, 2019

- Event Supporter (Unrestricted grant)– \$500 - 2,500
 - Show your support for the CCA in bringing leaders together to address key issues and help develop solutions for the future.
 - Your organization will be recognized during the event and listed in event materials as a partner
 - Recognition list in post-event materials including White Paper Report and video production
 - One complimentary event registration and logo recognition with \$2,500 partnership
 - 50% off event registration and company listing with minimum \$1,000 support
 - Company listing with \$500 support

Event Partner

Join us for a night of education, celebration and fundraising for celiac research. CCA will host 2 panel discussions with Canadians leading clinicians and researchers.

A ticketed event including dinner & prizes

Opportunity to host an exclusive booth, provide remarks and meet & greet

Complimentary delegate bag insert

Branded with the event in all promotions and event materials

Fee:

\$2,500 plus Bronze Partner Benefits (2 available) or

'Own the Event' \$4,000 & be upgraded to Silver Benefits!

(Note: Donated raffle prizes will also be solicited from other partners)

Evening with
CCA PAC &
Research
Fundraiser
May 24

❓ **Gold Partner \$10,000 +**

- ❓ 1 full page ad in 3 editions of Canadian Celiac magazine (\$3,000 value)*
- ❓ 1 banner ad in 12 issues of CCA Connects (\$1,800 value)
- ❓ One complimentary registration to the State of Celiac Disease in Canada Conference – May 24, Toronto (\$195 value)
- ❓ Special recognition in 2019 Annual Report
- ❓ Company logo on CCA website for 12 month period

❓ **Silver Partner \$5,000 - \$9,999**

- ❓ 1/2 page ad in one edition of Canadian Celiac magazine (\$375 value)*
- ❓ 1 banner ads in three editions of CCA Connects edition (\$450 value)
- ❓ 1 partner features in CCA Connects (\$150 value)
- ❓ Recognition on CCA website and Annual Report

❓ **Bronze Partner \$2,500 - \$4,999**

- ❓ 1 partner features in CCA Connects (\$150 value)
- ❓ 1 banner ad in one edition of CCA Connects (\$150)
- ❓ Recognition on CCA website and Annual Report

- **Exception 'Own the Issue' – arrangements will be made to have ads appear in subsequent issues*

Partnerships have their benefits...

Whether it is a one-time partnership or a series, receive bonus benefits based on the total amount of the annual partnership.



Contact

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