

Food Allergy Canada Sponsorship Opportunities



Back-to-School Campaign Get back, give back

August 1-31, 2021



Food Allergy Canada is a national non-profit charity and Canada's leading patient organization committed to educating, supporting, and advocating for the more than 3 million Canadians impacted by food allergy.

We focus on improving the daily quality of life of individuals and families by providing education and support needed to effectively navigate food allergy, building informed and supportive communities, and acting as the national voice on key patient issues.

Learn more at foodallergycanada.ca/impact.

Sponsorship Opportunities



		Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500	Copper \$1,000	Fundraiser % of sales
Logo Placement	Back-to-school emails (2)	●	●	●	●	●	●
	Back-to-school campaign section on website	●	●	●	●	●	●
	Webinar for parents	●	●	●			
Verbal Recognition	Webinar for youth	●			●		
	Instagram Live sessions for youth (2)	●	●			●	
	Webinar for parents	●	●	●			
Promotions	Webinar for youth	●			●		
	Social media acknowledgement (FB, Twitter, Instagram)	●	●				
	Newsletter mention	●	●	●			
	Support group and Youth Advisory Panel mention	●	●				



More info:
info@foodallergycanada.ca

Sponsorship Details

Platinum \$10,000

- Prominent logo visibility in all electronic communications (2) and special back-to-school campaign section on the website – combined reach of over 100,000
- Logo placement and acknowledgement of support in each webinar
- Verbal acknowledgement in Instagram Live sessions (2)
- Acknowledgement across all promotional efforts – combined reach of over 75,000

Gold \$7,500

- Logo visibility in all electronic communications (2) and special back-to-school campaign section on the website – combined reach of over 100,000
- Logo placement and acknowledgement of support in the webinar for parents (can be switched to webinar for youth)
- Verbal acknowledgement in Instagram Live sessions (2)
- Acknowledgement across all promotional efforts – combined reach of over 75,000

Silver \$5,000

- Logo visibility in all electronic communications (2) and special back-to-school campaign section on the website – combined reach of over 100,000
- Logo placement and acknowledgement of support in the webinar for parents (can be switched to webinar for youth)
- Acknowledgement in newsletter promotion – reach of over 40,000

Bronze \$2,500

- Logo visibility in all electronic communications (2) and special back-to-school campaign section on the website – combined reach of over 100,000
- Logo placement and acknowledgement of support in the webinar for youth (can be switched to webinar for parents)

Copper \$1,000

- Acknowledgement of support in the youth Instagram Live sessions and in the back-to-school emails and exclusive website section.

Fundraiser % of sales

- Exposure to the food allergy community with your back-to-school fundraiser supporting Food Allergy Canada; includes acknowledgement of support in each of the back-to-school emails and on the exclusive website section.

Session Details



Webinar for parents: “Supporting successful transitions into self-management of food allergy: pre-teen to young adult”

Dr. Rebecca Knibb, August 24th, 2021 12pm-1pm EDT

The focus of this webinar will be on the transition to self-management of food allergy in two specific stages: independence from parents and orientation to peers in the pre-teen/teen years, and then the transition to college/university which coincides with living away from the family home.

Dr. Rebecca Knibb is an Associate Professor in Psychology at Aston University in Birmingham, UK. She is also a Chartered Psychologist and practitioner Health Psychologist with 25 years of experience in conducting research into the psychological impact of allergies. She is involved in the development of strategies to help families cope through cognitive behavioural therapy (CBT) based behaviour change methods and is particularly interested in how children cope with the transition to adolescence and cope with leaving home.



Webinar for youth: “What’s it like to go to middle school and high school with food allergy”

Kyle Dine and Youth Advisory Panel, August 12th, 2021 1pm-2pm EDT

A panel of youth will discuss their experiences with managing food allergy in middle school and high school. The webinar will be moderated by Kyle Dine and will include tips and other helpful resources to ensure youth with food allergy are equipped to manage confidently after the session. Topics covered will include how to talk about food allergy with peers and teachers, dealing with unwanted teasing or bullying, how to stay safe during snack/lunch times and the importance of carrying an epinephrine auto-injector and knowing how to treat reactions.

Kyle Dine is a musician, food allergy educator, and leader of our youth programs. Over the past decade, Kyle has reached over 1 million children with his empowering and educational messages about living with food allergy. He has multiple food allergies and is allergic to peanut, tree nut, egg, seafood and mustard.



Youth Instagram Live sessions: Featuring Kyle Dine and Food Allergy Canada's Youth Advisory Panel

This will be an extension of the youth webinar where members of our Youth Advisory Panel will discuss their experiences managing food allergy. Questions will be answered live during the session.



Exclusive website section

Back-to-school section on website to feature tips for youth and parents, including resources and tools.

For more details, contact us at info@foodallergycanada.ca or call 1 866 785-5660.