

## OUR APPROACH

Beyond Celiac is the leading celiac disease patient advocacy organization. We have attained that status by developing content, facilitating conversation, and providing high quality resources to assist people with celiac disease and gluten sensitivity in managing the gluten-free diet so that they can live the healthiest life possible. We take a multichannel approach—utilizing our website along with email and social media to engage with our community as a trusted resource for both evergreen and timely content. Our priority is the patient; our mission to unite with patients and the medical community to drive research for treatments and a cure.

Our website provides resources for those affected by celiac disease to live better and healthier.

Our social media channels deliver meaningful content, sponsor engagement, and community interaction. They point often-isolated patients to online resources and connect them to the greater community. Our segmented email lists offer lifestyle and research-driven content to help our community in managing the gluten-free diet.

After two decades of working with people with celiac disease and gluten-sensitivity, Beyond Celiac has cultivated an intimate understanding of who our community is and what is important to them. We listen and respond via social media, live town halls, podcast episodes and email. We use paid platform advertising and data-driven analysis to maintain and grow the reach of the organization.



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## AUDIENCE SIZE

**WEBSITE:** 3.2M pageviews in 2022  
65.4% US, 9.82% UK, 7.72% Canada  
88% new visitors

**MOST POPULAR PAGES, IN ADDITION TO THE HOMEPAGE:**

[/celiac-disease/non-celiac-gluten-sensitivity/symptoms](#)  
[/celiac-disease/](#)  
[/celiac-disease/symptoms-checklist/](#)  
[/celiac-disease/symptoms/](#)  
[/gluten-free-diet/is-it-gluten-free/liquor/](#)  
[/celiac-disease/non-celiac-gluten-sensitivity/](#)  
[/celiac-disease/get-tested/](#)  
[/gluten-free-diet/is-it-gluten-free/rice/](#)  
[/gluten-free-diet/overview/](#)

**MONTHLY NEWSLETTER:** ~50,000, typically 40-58% open rate

**TOTAL MARKETING EMAIL CONTACT LIST:** ~75,000

**SOCIAL FOLLOWING:** 217,000+ total

**Facebook:** 148,500

**Instagram:** 32,700

**Twitter:** 31,800

**LinkedIn:** 3,300

**YouTube:** 2,200

**TikTok (new in 2023!):** 650

**Reddit:** 4,320 karma

**CELIAC STRAIGHT TALK PODCAST:** 35,000 podcast downloads in 2022

**TOWN HALL ATTENDEES:** 100-750 per Town Hall

**2022 DOWNLOADS/SUBMISSIONS:**

**Voices of Celiac Initiative:** 250+ submissions since launch

**Symptoms Checklist:** 18,000 submissions in the past two years

**Informational Toolkits:** 7,000+ downloaded in 2022

**Getting Started Guide:** 4,300 downloads in 2022

**CHARITY SCORES:**

- 4/4 stars, Charity Navigator
- Platinum Level Guidestar Rating
- National Health Council Standards of Excellence Member

# BEYOND CELIAC 2023 DIGITAL SPONSORSHIP OPPORTUNITIES



## ○ TOWN HALL SERIES

Throughout the year, Beyond Celiac hosts in-depth conversations with top experts in the field of celiac disease – including clinicians, scientists and advocates – as we aim to answer big questions about this serious autoimmune disease. Hour-long Town Halls are held live via Zoom and recorded, attracting between 100-750 registrants. The Town Hall conversations then become content for the Celiac Straight Talk Podcast and/or YouTube replay. Sponsor opportunities include logo placement in promotions and verbal recognition.

## SPONSORED EBLASTS OF EDUCATIONAL RESOURCES

Beyond Celiac sends regular emails to targeted demographic segments to provide specialized content of interest related to celiac disease and gluten-free living. We offer the opportunity to have your ad or logo included with content-rich emails sent regularly to those who are newly-diagnosed, parents of children with celiac disease and people who are interested in celiac disease research and science.



## ○ PAID ADVERTISING ON SOCIAL MEDIA

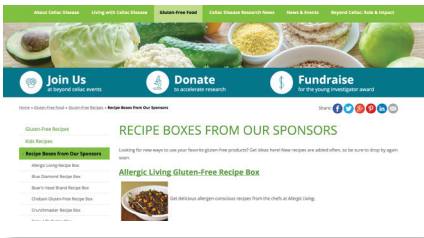
Our community is a dedicated, niche community of people affected by celiac disease and gluten sensitivity. Instagram ads and Facebook boosted posts and ads provide an opportunity to speak directly to the audience your product benefits.

## PRODUCT REVIEWS

Our community loves to learn about gluten-free products available to them. Product reviews are featured on the BeyondCeliac.org gluten-free diet page (7,000 visits monthly) and on social media (Facebook, Twitter and Instagram). A Beyond Celiac staff member or ambassador will review your product.

## CELIAC STRAIGHT TALK PODCAST

With 35,000 downloads in 2022 and more than 100,000 lifetime downloads, the Celiac Straight Talk podcast addresses topics of great importance to the Beyond Celiac community. Sponsor opportunities include mentions in promotions and verbal recognition.



## ○ GLUTEN-FREE RECIPES

Our community loves trying new gluten-free recipes and searching for ways to make their favorite dishes safe. Recipes are featured on our popular recipe listings section, our social media pages, and our monthly e-newsletter.

## GO BEYOND CELIAC INSIGHT

Get your marketing materials in front of the over 8,500 members of our Go Beyond Celiac patient registry. These participants are highly engaged and interested in research.

## FACEBOOK LIVE

On demand, we produce 20-30 minute live videos related to topics of interest to the Beyond Celiac community. The content is relevant and fresh, determined on a rolling basis. Sponsor opportunities include logo placement in promotions, logo and product on-screen for duration of video and verbal recognition.

## DOWNLOADABLE DIGITAL RESOURCES

Sponsor our popular downloadable digital toolkits like our Getting Started Guide or Supporting Children with Celiac Disease. Sponsorship will include a logo and link on the landing page, logo and full-page ad in the toolkit, and a dedicated marketing email in the follow-up post-download workflow. Ask about our complete list of toolkits available for sponsorship.



## MONTHLY ADVERTISING ON WEBSITE AND NEWSLETTER

The Beyond Celiac website receives 170,000-200,000 visits monthly. Our partners can advertise on the interior pages of the website by adding a stylized tile ad on the bottom of the page. Our monthly eNewsletter is sent via email to a growing list of nearly 50,000 opted-in email addresses. This monthly email includes abbreviated content that leads to the full newsletter on our website. The opportunity to advertise in the eNewsletter includes a linked logo in the email and a banner ad on the online version.

## ○ CELIAC AWARENESS MONTH | MAY

This month-long campaign will generate awareness about celiac disease. During the month of May, our website and social channels experience increased visibility.

## BEYOND CELIAC SPONSORSHIP OPPORTUNITIES\*

### ANNUAL PACKAGES:

#### PLATINUM: \$50,000 Annual Sponsorship

- Prominent ad space on website pages
- Website recognition on Beyond Celiac Sponsor Page
- Celiac Awareness Month Digital Sponsor
- Four (4) Sponsored Facebook social media posts
- Four (4) dedicated e-blasts to the community featuring your products
- Ad space in the Beyond Celiac monthly e-newsletter (12)
- Your choice of three (3) items from the Sponsor Options Menu

#### DIAMOND: \$25,000 Annual Sponsorship

- Prominent ad space on website pages
- Website recognition on Beyond Celiac Sponsor Page
- Four (4) Sponsored Facebook social media posts
- Four (4) dedicated e-blasts to the community featuring your products
- Ad space in the Beyond Celiac monthly e-newsletter (12)
- Your choice of two (2) items from the Sponsor Options Menu

#### CHAMPION: \$10,000 Annual Sponsorship

- Website recognition on Beyond Celiac Sponsor Page
- Two (2) Sponsored Facebook social media posts
- Two (2) dedicated e-blast to the community featuring your products
- Ad space in the Beyond Celiac monthly e-newsletter (12)
- Your choice of one (1) item from the Sponsor Options Menu

#### FRIEND: \$5,000 Annual Sponsorship

- Website recognition on Beyond Celiac Sponsor Page
- Ad space in the Beyond Celiac monthly e-newsletter (12)
- One (1) sponsored social media post (choice of Facebook or Instagram) featuring product reviews
- Your choice of one (1) item from the Sponsor Options Menu (\$2,000 value)

### SPONSOR OPTIONS MENU:

#### \$5,000 VALUE FOR EACH

- One Month-long social media campaign (of platform of your choice) featuring your product(s)
- Square Ad on the bottom of most Beyond Celiac website pages (6 months)
- Town Hall Webcast Sponsor (3)

#### \$2,000 VALUE FOR EACH

- Recipe of the Week product placement on website and social media platforms (6 times/year)
- Recipe Box Sponsor
- Product giveaway specific posts on social media Facebook (2 posts) or Instagram (6 posts)
- Dedicated e-blast promotions featuring your products (2)
- Sponsorship of podcast episode (archived and downloadable)
- Sponsorship of Town Hall webcast or Facebook Live event featuring your products/recipes
- E-survey (produced by your company) distributed to the Beyond Celiac community
- Ad space in the Beyond Celiac monthly e-newsletter (12)

### AD SIZES:

- Website footer: 500x500 pixels
- Newsletter banner online: 1000x160
- Instagram post: 1080x1080
- Facebook post: 940x788
- Twitter: 1600x90

*\*All food products must be 3rd party certified, reliably gluten-free*



## LET'S WORK TOGETHER

Beyond Celiac looks forward to working with you. This is a sample listing of the components we offer our sponsors. From it, we can create a custom program based on your organization's specific goals and interests.

Contact **Deanne Field, Director of Corporate Partnerships** • 267.419.2117 • [dfield@beyondceliac.org](mailto:dfield@beyondceliac.org)