



GLUTEN
INTOLERANCE
GROUP®

60 Holi-Days OF CELEBRATIONS

2023 SPONSORSHIP KIT

gluten.org

60 Holi-Days OF CELEBRATIONS

IGNITE THE HOLIDAY SPIRIT WITH OUR EXCLUSIVE SPONSORSHIP OPPORTUNITY!

Brace yourself for 60 days of captivating content, crafted around a holiday-themed calendar that celebrates the essence of the festive season. From delectable culinary creations and heartwarming gift ideas, GIG's content plans promise to kindle the joy of the holidays.

Participating with a sponsorship is your ticket to elevating brand visibility and engagement during this magical time of year. Join us in making this holiday season truly unforgettable!

ELEVATE YOUR BRAND'S VISIBILITY WITH GIG'S GF AUDIENCE

70K	SOCIAL MEDIA FOLLOWERS	30K	MEMBERS
50K	WEBSITE VISITORS PER MONTH	80	SUPPORT GROUPS

ABOUT GIG

The Gluten Intolerance Group (GIG) is on a mission to make life easier for everyone living gluten-free. For nearly 50 years, GIG has been providing helpful information, social support and encouragement to the gluten-free community.

SPONSORSHIP OPPORTUNITY

60 Holi-Days OF CELEBRATIONS

JOIN US IN SPREADING HOLIDAY CHEER!

November 1st through December 30th, GIG will present 60 days of content dedicated to celebrating the unique joys of the gluten-free holiday season:

DAILY ARTICLE

Our creative elves are hard at work, curating fresh and exciting content that resonates with holiday enthusiasts of all ages. From delectable culinary delights to heartwarming gift ideas, we're committed to delivering content that sparks joy and taps into those cherished holiday wants and needs.

DAILY SOCIAL MEDIA

Our holiday campaign is designed to integrate into our strategic social media calendar, amplifying your brand's visibility and sparking conversations. With every share, like, and comment, your brand will become a beacon of holiday happiness. All posts will be boosted with a \$50 spend.

WEEKLY MEMBER NEWSLETTER




Exclusive content deserves an exclusive audience. Our daily blog posts will not only captivate the public eye but also find a special place in the hearts of our members. Subscribers to our weekly member newsletter will enjoy an immersive experience, where your brand takes center stage. Say goodbye to the ordinary and hello to engagement as our loyal members and support group members engage often, as high as 50% of the time.

SPONSORSHIP OPPORTUNITY

60 Holi-Days OF CELEBRATIONS

JOIN US IN CREATING UNFORGETTABLE HOLIDAY MEMORIES!

WITH A SPONSORSHIP INVESTMENT OF JUST \$500, YOU CAN:

-  Elevate your brand's visibility among our engaged and active community.
-  Connect with potential customers seeking holiday-related products and services.
-  Foster goodwill by contributing recipes, coupons, promo codes, or giveaways that align with the holiday spirit

This sponsorship opportunity isn't just about content; it's about creating moments that matter.

With our 60-day holiday-themed calendar, your brand has the chance to be a part of cherished memories and traditions that will last a lifetime.

*Together, let's make this holiday season
one to remember.*

1 DAY SPONSOR

\$500

Participation in 1 day* of content.

DONATION SPONSOR

525 SHELF-STABLE PRODUCTS SHIPPED

Participation in 1 day* of content.

GIVING TUESDAY SPONSOR

CORP DONATION MATCH (MIN OF \$1500)

Matching donations will go to support the efforts of GIG Cares' food insecurity efforts.

Participation earns 3 days*, top feature in PR efforts, plus bonus exposure

***DAY MAY INCLUDE OTHER
NON-COMPETING SPONSORS.
COMMIT BY 10/15/23 AND BE
INCLUDED IN PR EFFORTS**

Have a
Brand, product
or service
that is in or
relates to one
of these
topics?

Sponsors
may
participate
with...

- Product features
- Recipes
- Giveaways
- Contests
- Promotions
- Website links
- Editorial suggestions

60 Holi-Days OF CELEBRATIONS

CONTENT CALENDAR

NOVEMBER TOPICS

- November 1** - Cinnamon (& spices)
- November 2** - Stout/Ale/Beer
- November 3** - Sandwiches/Bread
- November 4** - Candy
- November 5** - Doughnuts
- November 6** - Nachos/Tailgating Party Snacks
- November 7** - Turkey/Turkey Roasting
- November 8** - Holiday Hors O'deuvres
- November 9** - Jams & Preserves
- November 10** - Cupcakes/Cakes
- November 11** - Ice Cream
- November 12** - Spirits
- November 13** - Kindness Day
- November 14** - Sweet Potato & Pumpkin
- November 15** - Cookbooks
- November 16** - Stuffing
- November 17** - Homemade Bread
- November 18** - Cookies/Cookie Jars
- November 19** - World Toilet Day
- November 20** - Winter Cocktails/Mocktails
- November 21** - Hearty Soups
- November 22** - Thanksgiving Prep Tips
- November 23** - Thankfulness
- November 24** - Black Friday Special Offers
- November 25** - Small Business Saturday
- November 26** - DIY Ornaments
- November 27** - Cyber Monday - online deals
- November 28** - **Giving Tuesday (Matching Sponsors)**
- November 29** - Countdown Calendars
- November 30** - Mason Jar



60 Holi-Days OF CELEBRATIONS

CONTENT CALENDAR

DECEMBER TOPICS

- December 1** - Pie Day
- December 2** - Holiday Breakfast foods
- December 3** - Thoughtful Gifts
- December 4** - Cookies
- December 5** - Volunteer Day
- December 6** - Gazpacho
- December 7** - Chanukah Foods
- December 8** - Brownies
- December 9** - Pastries
- December 10** - Lager/Beer
- December 11** - Restaurants
- December 12** - Gingerbread/Gingerbread Houses
- December 13** - Hot Cocoa
- December 14** - Stocking Stuffers
- December 15** - Cake/Cheesecake
- December 16** - Chocolate Covered-anything
- December 17** - Maple Syrup
- December 18** - Kitchen Tools
- December 19** - Oatmeal
- December 20** - Wine/Sangria
- December 21** - Yule Log
- December 22** - Cookies/Cookie Exchange
- December 23** - Festivus
- December 24** - Egg Nog
- December 25** - Christmas/Pumpkin Pie
- December 26** - Kwanzaa Food
- December 27** - Fruit Cake
- December 28** - Chocolate Candy
- December 29** - Holiday Reflections
- December 30** - Bacon-wrapped Hors O'deuvres

60 Holi-Days OF CELEBRATIONS

READY - SET - GO!

- Pick the day/days that align with your brand
- [Complete this form for 1-Day Sponsorship](#), or [email us](#) for Donation and Giving Tuesday sponsorships.
- A GIG representative will contact you with a draft article with details on how to submit your product feature information and any recipes, coupons, promos, giveaways, etc.
- Book by October 15th to be included in PR blitz
- A final draft of article and social promotion plan will be sent 1 week before sponsored day
- Reporting on campaign effort will be provided within 10 days of completion of your effort

INTERESTED IN BEING A
PRODUCT DONATION SPONSOR

OR

GIVING TUESDAY PREMIER SPONSOR?

HAVE OTHER QUESTIONS?

CONTACT GIG.MARKETING@GLUTEN.ORG