

2026-27 CFIN Advertising, Promotions & Content Sponsorships

Reach Canada's food innovation community

CFIN connects over 22.7K F&B professionals across Canada. Work with us through featured content, e-newsletters, digital ads, events, webinars, and membership. Get your brand in front of the people shaping the future of food.

8,800+ members 14,000+ social followers
120K+ emails/month 45% open 44% CTR

 **SPONSOR US**



FEATURED CONTENT & E-NEWSLETTER

Create an article in your voice, sent by email to our full community.

Industry-Leading Reports — \$ Ask Us

Be at the innovation leader in one of CFIN's white papers on trending Foodtech topics like Canadian funding, AI application, supply chain optimization, and more.

Premier — \$3,500

CFIN writes a custom article for you.

Elite — \$2,500

You supply the article, we share it widely.

- Dedicated email to all CFIN members and email subscribers
- Featured on YODL platform + 2-week homepage spotlight
- Social posts on LinkedIn to 14K+ followers



Email Add-Ons: Top Banner \$1,000 · In-feed \$750 · Footer \$500

ONLINE ADVERTISING

47.6K+ average page visits/month on cfin-rcia.ca.

Place your ads in high-visibility spots on the CFIN website

- Webpage Ads** Primary \$2,000/week · Sidebar \$1,500/week · YODL Discussion \$500/week
- Daily Digest & Homepage** \$2,500/week or \$8,000/month — top-of-page, highest-visibility
- Event Promotion** From \$2,000/month — boost sign-ups through email, social media & YODL

EVENTS & WEBINARS

Build your reputation and drive leads.

Create Your Bespoke Event

- **In-Person** From \$20,000
- **Virtual** From \$4,500

Webinars

From \$4,500
150+ attendees

Marquee

FTN, Foodtech Frontier, CPG Productivity Lab

Sponsorship Packages: \$2,000 to \$15,000
150-300 attendees

MEMBERSHIP

Upgrade your free CFIN membership.

CFIN+ — \$199 CAD/year

For foodtech innovators and manufacturers: AI reports, NielsenIQ data, \$3,000+ in perks, and expert guidance.

CFIN Partner — \$1,999 CAD/year

For organizations 50+ looking to connect with CFIN members. Get \$5,500+ in promotional value, including a dedicated newsletter and custom offers.



WHO WE REACH

72%

Executives & C-Suites

30%

F&B Manufacturers

47K+

Avg. Page Visits/Month

150+

Avg. Attendees/Event



 **SPONSOR US** - <https://bit.ly/CFINsponsorship>

www.cfin-rcia.ca