



Spark Nutrition Communications

PARTNERSHIP & BRAND OPPORTUNITIES

FALL 2024



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About Us

Spark Nutrition Communications

We are Shannon Crocker and Carol Harrison, registered dietitians and experts in nutrition communications.

We partnered to create Spark Nutrition Communications to ignite connections between our loyal partners and the dietitian community.

We help health-focussed food and agriculture brands seize opportunities to bust nutrition myths and build brand awareness amongst the dietitian community. We strategically leverage food and nutrition hot topics and trends to create relevant trainings, toolkits, and campaigns highlighting partner messages.

Why work with us

As a team of registered dietitians, we know what resonates with our professional community. Our approach helps brands connect in a *meaningful, fun, and authentic* way with nutrition professionals.

Our goal is to communicate research-informed, accurate, and relevant nutrition information to the people who need it (and share it).

We do this by:

- Keeping dietitians up-to-date on current hot topics and trends
- Creating educational and interactive opportunities for nutrition professionals and experts
- Turning hard-to-digest messages and research into bite-size, tangible information that dietitians can use in practice
- Developing practical and useful resources
- Engaging with and listening to our community



SHANNON CROCKER

Co-founder & Registered Dietitian

Nutrition communications guru and queen of trends and key message creation.



CAROL HARRISON

Co-founder & Registered Dietitian

Nutrition communications guru and idea generating machine.



ALEXANDRA KAMP

Social media & content manager
Registered Dietitian

Our secret weapon with a keen eye for graphic design and content strategy.

Our Success Story

Adding the spark to nutrition communications since 2020



20 partner recipes developed (+5 e-books)



25 educational webinars



65+ cumulative years of RD experience



450 targeted Instagram posts



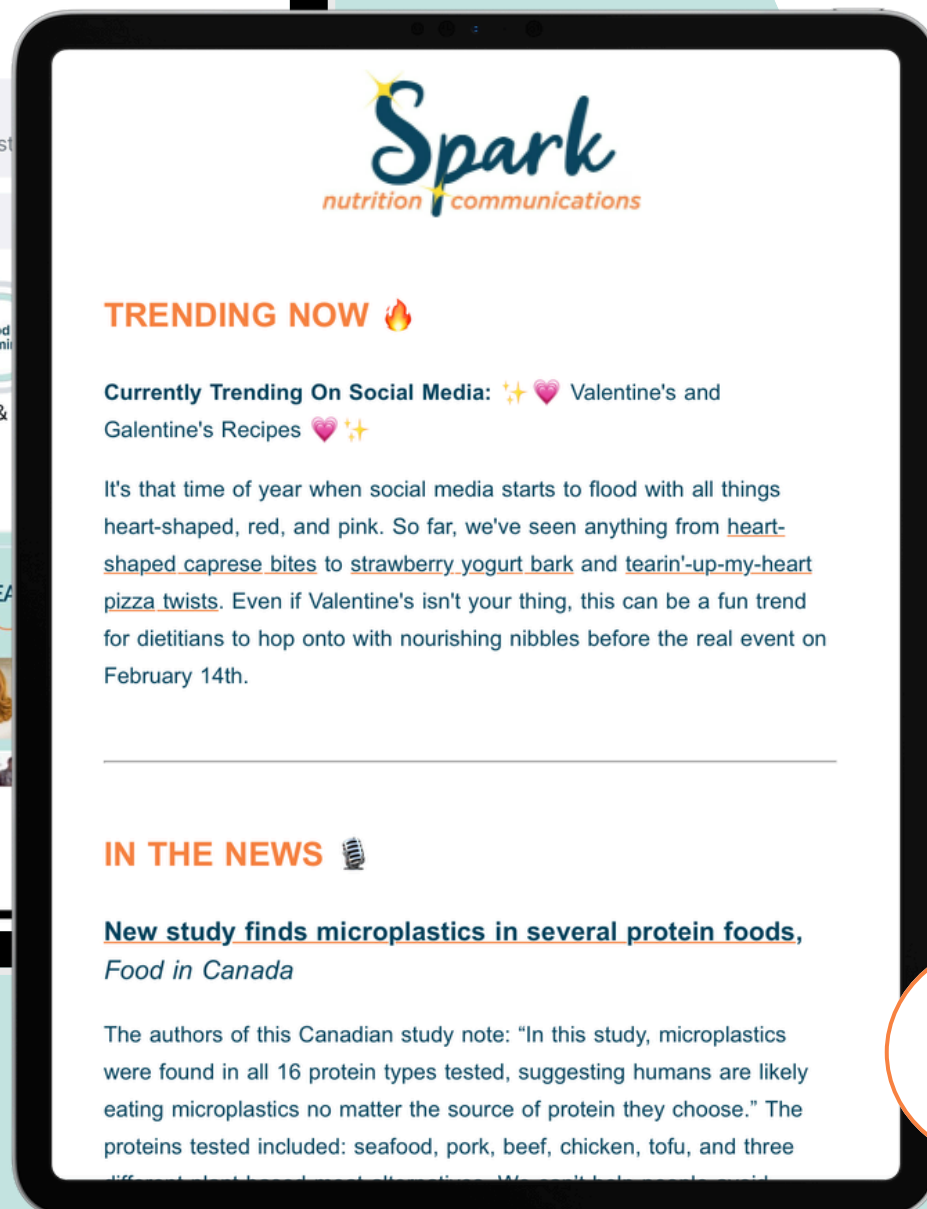
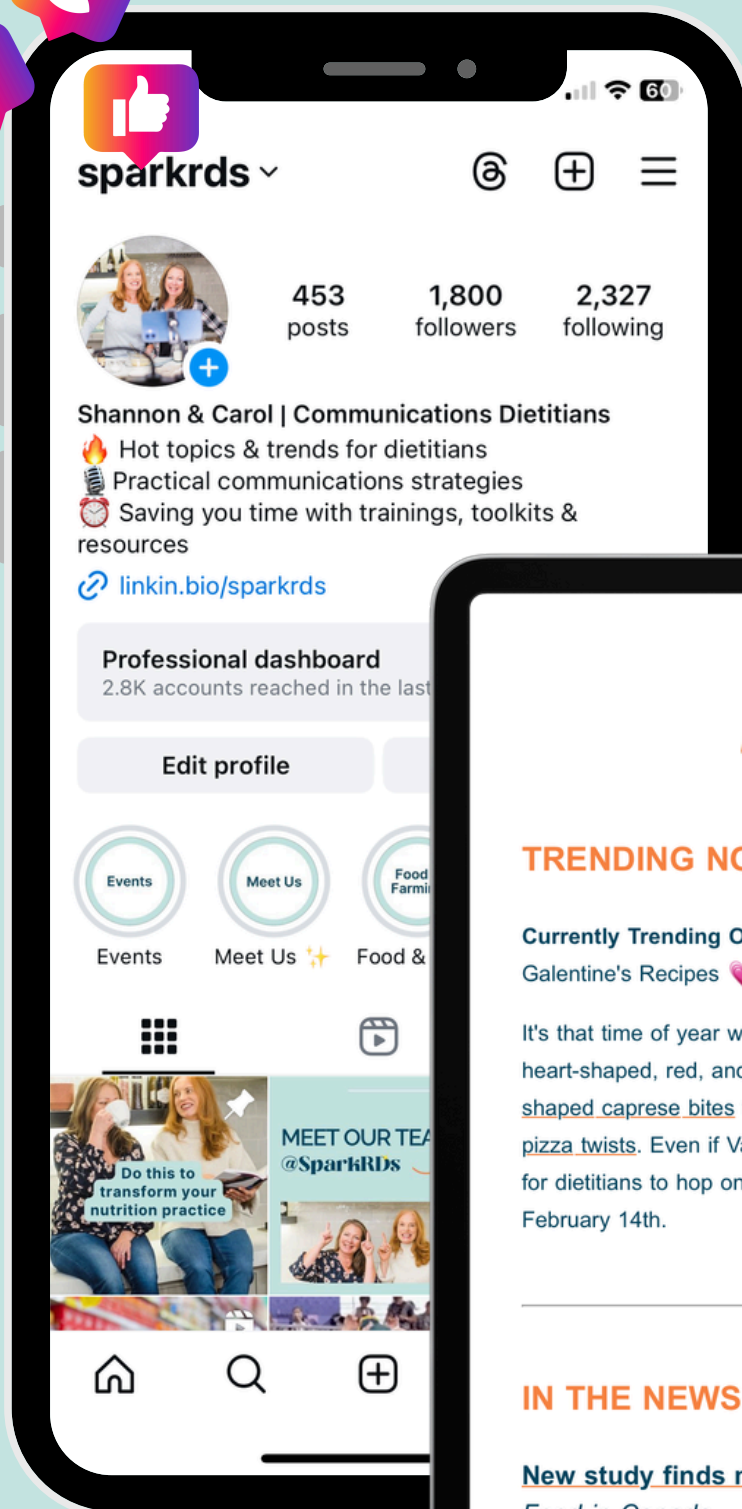
28,600 total emails sent to our community



50,000+ hours chopping vegetables

Our Growing Community

of *influential* and *trusted* food and nutrition professionals



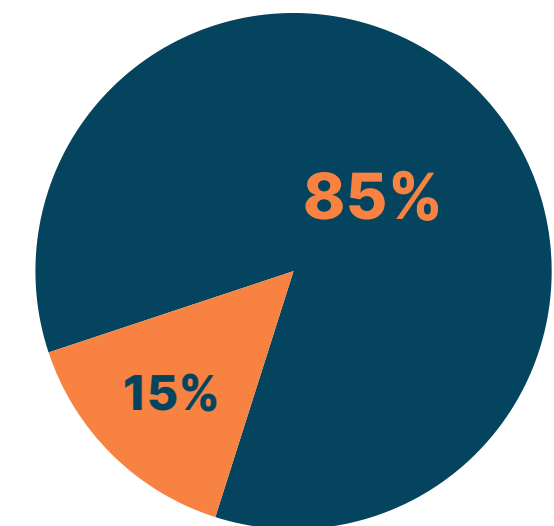
1.8K+
Followers @sparkrds



3.5K **▶ 62.8%**
Email Subscribers Open rate

A diverse Canada-wide community of...

- Registered Dietitians
- Nutrition students
- Food or Nutrition Professional (e.g. PHEc)
- Allied health professionals
- Other



“It’s one of the few newsletters I actually read!
If you’re an RD it is a definite must.”
- Registered Dietitian



Clients and Partner Snapshot



Canadian Centre
for Food Integrity



Brand-building Partnership Opportunities*



Email Newsletter Ad **\$500**

Advertise in our bi-weekly newsletter that reaches more than 3.5k food and nutrition professionals. *Includes 2 advertisements.*

Sponsored Instagram Post **\$800**

Build your brand awareness online with a community of engaged and influential nutrition experts. *Includes 1 IG Reel + Story.*

Brand Outreach Campaign **\$1200**

Leverage both our **newsletter** and **Instagram** audiences to educate our audience about your brand. *Includes 2 email ads, 1 IG Reel + Story.*

****Customization available upon request.***

Additional Services

Nutrition
Communication Strategy

Webinar & Event
Sponsorship

Dietitian
Spokespersons

National Campaigns

Market Research
with Dietitians

Resource Development

**Pricing available upon request based on partner needs.*

Don't see what you need? Let's connect.



Let's *Spark* up a
conversation today!

Connect with us to learn more and
get a quote on your brand needs:

 admin@sparkrds.com

 [@sparkrds](https://www.instagram.com/sparkrds)

