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# Industry Supporter Membership Packages

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*Join the CBA*

– as an industry supporter  
and meet potential and  
existing clients

CBA

**CRAFT BAKERS  
ASSOCIATION**

Supporting | Connecting | Influencing



## Bronze Membership Package



An exclusive CBA package that is tailored to your business **£750**

### Included in your package

- 1 x 'welcome' advert, to announce your membership, posted across CBA social, LinkedIn, Facebook, Twitter and Instagram channels.
- 2 Like and shares from your social media channels across CBA channels.
- 2 x e-shot on a subject of your choice to over 500 CBA members.
- 1 x text message to members.
- 5 Company logo and website URL on CBA website [craftbakersassociation.co.uk](http://craftbakersassociation.co.uk) with link through to your company website.

## Silver Membership Package



An exclusive CBA package that is tailored to your business **£1,000**

### Included in your package

- 1 x half page advert/advertorial/editorial in CBA member magazine 13.
- 2 1 x 'welcome' advert, to announce your membership, posted across CBA social, LinkedIn, Facebook, Twitter and Instagram channels.
- 3 2 x social media posts content of your choosing, posted across CBA LinkedIn, Facebook, Twitter and Instagram channels.
- 4 Like and shares from your social media channels across CBA channels.
- 5 2 x e-shot on a subject of your choice, to over 500 CBA members.
- 6 1 x text message to members.
- 7 Company logo and website URL on CBA website [craftbakersassociation.co.uk](http://craftbakersassociation.co.uk) with link through to your company website.

# Gold Membership Package



An exclusive CBA package that is tailored to your business **£2,500**

## Included in your package

- 1 1 x advertising entry in CBA's Member Directory. Advert to remain in Directory for 1 year.
- 2 Networking opportunity – 1 x stand at a CBA event.
- 3 1 x 'welcome' advert, to announce your membership, posted across CBA social, LinkedIn, Facebook, Twitter and Instagram channels.
- 4 1 x 1 month advertising opportunity for bottom banner on CBA website.
- 5 2 x half page adverts in CBA publication 13, issued to over 500 members.
- 6 1 x editorial in CBA publication 13, issued to over 500 members.
- 7 1 x month social media campaign, including 1 x posts per week on topics agreed with you across the CBA's social media channels, full social media management support during this period. The CBA will not endorse competitors during campaign duration.
- 8 Like and shares from your social media channels across CBA channels.
- 9 2 x e-shot on a subject of your choice to over 500 CBA members.
- 10 1 x text message to members.
- 11 1 x CBA member survey.
- 12 Company logo and website URL on CBA website [craftbakersassociation.co.uk](http://craftbakersassociation.co.uk) with link through to your company website.



# Diamond

## Membership Package



An exclusive CBA package that is tailored to your business **£4,000**

### Included in your package

- 1** 1 x advertising entry in CBA's Member Directory. Advert to remain in Directory for 1 year.
- 2** Event – branding in all event advertising, 2 x spaces at the event dinner, 1 x stand at the event and opportunity to provide promotional items and literature to attendees.
- 3** Opportunity for presentation/demonstration at CBA event.
- 4** 1 x full advert/advertorial/editorial in CBA member publication 13, issued to over 500 CBA members.
- 5** 1 x 'welcome' advert, to announce your membership, posted across CBA social, LinkedIn, Facebook, Twitter and Instagram channels.
- 6** 2 x month social media campaign, including 1 x post per week on topics agreed with you across CBA social media channels. CBA will not endorse competitors during campaign duration.
- 7** Like and shares from your social media channels across CBA channels.
- 8** 4 x e-shot on a subject to of your choice to over 500 CBA members.
- 9** 1 x Text message to CBA members.
- 10** 1 x CBA member survey.
- 11** 1 x 1 month advertising opportunity for top banner on CBA website.
- 12** Company logo featured on all pages of CBA Website and hyperlinked to company specific landing page.

# Platinum Membership Package



An exclusive CBA package that is tailored to your business **£6,000**

## Included in your package

- 1 1 x advertising entry in CBA's Member Directory. Advert to remain in Directory for 1 year.
- 2 Event - Bespoke visibility at CBA Business Day, to be discussed on an individual basis including 1 x stand at CBA event, 3 x spaces at the event dinner and opportunity to provide promotional items and literature to attendees.
- 3 Opportunity for presentation/demonstration at CBA event.
- 4 Training – host your very own training workshop at your facility. CBA to provide access to over 500 industry contacts. Webinar option is also available.
- 5 Exclusivity for one copy of CBA member publication 13, with front cover product photograph and Q & A.
- 6 1 x 'welcome' advert, to announce your membership, posted across CBA social, LinkedIn, Facebook, Twitter and Instagram channels.
- 7 4 x month social media campaign, including 1 x post per week on topics agreed with you across CBA social media channels. CBA will not endorse competitors during campaign duration.
- 8 4 x e-shot on a subject to of your choice to over 500 CBA members.
- 9 4 x text message to CBA members.
- 10 4 x CBA member survey.
- 11 1 x 1 month advertising opportunity for top banner on CBA website.
- 12 Company logo featured on all pages of CBA Website and hyperlinked to company specific landing page.

# Add ons...

The CBA offers the opportunity to add to your current package as below.



**£150** ½ month social media campaign on a subject of your choice.

**£200** 1 month social media campaign on a subject of your choice.

**£50** 1 extra social media post to promote product or service.

**£25** text message to CBA members.

**£200** e-shot on subject of your choice to over 500 CBA members.



**£145** Per Advert in CBA Member Directory. Bronze & Silver Packages

**£145** Additional Adverts in CBA Member Directory.

(Gold & Platinum Packages - 1 x advert included within package)



Additional Advertising in Thirteen Magazine.



**Full page**  
W 210 mm  
x H 297 mm

**Half page**  
W 210 mm  
x H 148 mm

**Quarter page**  
W 105 mm  
x H 148 mm

Advertising space  
**£400**

Advertising space  
**£300**

Advertising space  
**£200**

**Copywriting services** are also available for Mailshots and Social Media posts. Costs are available upon request.



**Bronze**  
Membership  
Package



**Silver**  
Membership  
Package



**Gold**  
Membership  
Package



**Diamond**  
Membership  
Package



*Plus*  
**Diamond**  
Membership  
Package



Terms & conditions apply.  
Contact us for further information

**To book your  
Industry Supporter  
Membership Package please**

Call 01920 468061  
or e-mail

[memberships@craftbakersassociation.co.uk](mailto:memberships@craftbakersassociation.co.uk)



[craftbakersassociation.co.uk](http://craftbakersassociation.co.uk)