



Industry Supplier

Marketing Packages

Join the CBA

Your trusted partner in
the Baking Industry.

Connecting with new
and existing bakery
businesses' through our
marketing opportunities



**CRAFT BAKERS
ASSOCIATION**

The Professional Bakers' Community

Bronze

Industry
Supporter



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

Included in your package

- 1** 1 x 'welcome' advert, to announce your membership, posted across CBA social, LinkedIn, Facebook and Instagram channels.
- 2** 2 x e-shot on a subject of your choice to over 500 CBA members.
- 3** 1 x text message to members.
- 4** Company logo and website URL on CBA website craftbakersassociation.co.uk with link through to your company website.
- 5** Opportunity to promote your Sustainability initiatives in the CBA Interactive Digital Bakery

Silver

Industry
Supporter



An exclusive CBA package that is tailored to your business **£1,500** plus VAT

Included in your package

- 1** 1 x full page advert/advertorial/editorial in CBA member magazine 13.
- 2** 1 x 'welcome' advert, to announce your membership, posted across CBA social, LinkedIn, Facebook and Instagram channels.
- 3** 2 x social media posts content of your choosing, posted across CBA LinkedIn, Facebook and Instagram channels.
- 4** 2 x e-shot on a subject of your choice, to over 500 CBA members.
- 5** 2 x text message to members.
- 6** Company logo and website URL on CBA website craftbakersassociation.co.uk with link through to your company website.
- 7** 1 x 1 month advertising opportunity for top and bottom banner on CBA website.
- 8** Opportunity to promote your Sustainability initiatives in the CBA Interactive Digital Bakery

Gold Industry Supporter



An exclusive CBA package that is tailored to your business **£3,250** plus VAT

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 Business Day.
- 3 1 x 'welcome' advert, to announce your membership, posted across CBA social, LinkedIn, Facebook and Instagram channels.
- 4 1 x 1 month advertising opportunity for top and 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 competitor campaign on the same day.
- 8 2 x e-shot on a subject of your choice to over 500 CBA members.
- 9 2 x text message to members.
- 10 Access to CBA member surveys that address topics relevant to all industry stakeholders, including CBA initiatives.
- 11 Company logo and website URL on CBA website craftbakersassociation.co.uk with link through to your company website.
- 12 Opportunity to promote your Sustainability initiatives in the CBA Interactive Digital Bakery.

Diamond

Industry
Supporter



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

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 Business Day.
- 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 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 competitor campaigns on the same day.
- 7** 4 x e-shot on a subject of your choice to over 500 CBA members.
- 8** 1 x Text message to CBA members.
- 9** Access to CBA member surveys that address topics relevant to all industry stakeholders, including CBA initiatives.
- 10** 1 x 1 month advertising opportunity for top and bottom banner on CBA website.
- 11** Company logo featured on all pages of CBA Website and hyperlinked to company specific landing page.
- 12** Opportunity to promote your Sustainability initiatives in the CBA Interactive Digital Bakery.

Platinum

Industry
Supporter



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

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 Business Day, 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 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 competitor campaigns on the same day.
- 8** 4 x e-shot on a subject of your choice to over 500 CBA members.
- 9** 4 x text message to CBA members.
- 10** Access to CBA member surveys that address topics relevant to all industry stakeholders, including CBA initiatives.
- 11** 1 x 1 month advertising opportunity for top and bottom banner on CBA website.
- 12** Company logo featured on all pages of CBA Website and hyperlinked to company specific landing page.
- 13** Opportunity to promote your Sustainability initiatives in the CBA Interactive Digital Bakery.

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.



£150 1 x Month Top Banner on CBA Website

£100 1 x Bottom Banner on CBA Website



Additional Advertising in Thirteen Magazine.

£600 for full page Editorial in Thirteen Magazine.



Full page

W 210mm
x H 297mm

Half page

W 210mm
x H 148mm

Quarter page

W 105mm
x H 148mm

Advertising space

£500

Advertising space

£400

Advertising space

£300



Terms & conditions apply.
Contact us for further information

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

Call 01920 468061

Lisa Nicholls Head of Membership

or e-mail

LisaN@craftbakersassociation.co.uk



craftbakersassociation.co.uk