



# Spark Nutrition Communications

PARTNERSHIP & BRAND OPPORTUNITIES

APRIL 2025





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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

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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 to elevate their expertise
- 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.



# Our Success Story

Adding the spark to nutrition communications since 2020



20 partner recipes  
developed  
(+5 e-books)



25 educational  
webinars



60 cumulative  
years of RD  
experience



500 targeted  
Instagram posts



84,000+  
emails sent to  
our community  
(in 2024)



50,000+ hours  
chopping  
vegetables



# Our Growing Community

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



**2K+**

Followers @sparkrds



**4K**

Email Subscribers



**62.8%**

Open rate

## A diverse Canada-wide community of...

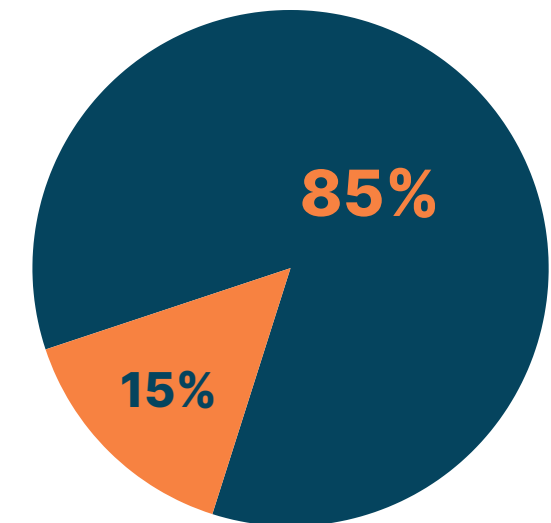
Registered Dietitians

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



### TRENDING NOW 🔥

Currently Trending On Social Media: 🌟💖 Valentine's and Galentine's Recipes 💖🌟

It's that time of year when social media starts to flood with all things heart-shaped, red, and pink. So far, we've seen anything from heart-shaped caprese bites to strawberry yogurt bark and tearin'-up-my-heart pizza twists. Even if Valentine's isn't your thing, this can be a fun trend for dietitians to hop onto with nourishing nibbles before the real event on February 14th.

### IN THE NEWS 📰

New study finds microplastics in several protein foods, Food in Canada

The authors of this Canadian study note: "In this study, microplastics were found in all 16 protein types tested, suggesting humans are likely eating microplastics no matter the source of protein they choose." The proteins tested included: seafood, pork, beef, chicken, tofu, and three





# 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.*

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## Sponsored Instagram Post \$800

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

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## 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.*

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***\*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:

 [info@sparkrds.com](mailto:info@sparkrds.com)

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

