



2025 - 2026 MARKETING OPPORTUNITIES



@RestAssocNS

www.RANS.ca

MARKETING WITH RANS

Marketing can be very costly and time consuming, and if you are a small business, keeping up a digital presence can be challenging. As part of your RANS membership, we are pleased to offer marketing opportunities to support your marketing efforts.

Whether you are a restaurant, a supplier, or an industry stakeholder, we have opportunities to support you. If you have questions or would like to discuss RANS Marketing, please reach out to Heather Boucher at **heather@rans.ca**.

RANS Marketing Opportunities include:

Social Media

- Collaborations/Feed Posts
- Custom Posts
- Food Day Spotlights
- Member Features

Newsletters/E-Marketing

- Business Listing
- Newsletters
- Blog Articles
- Webinars and Resource Articles

Events

- NS Restaurant Awards
- RANS Annual Golf Tournament
- Savour Food & Wine Festival
 - Savour Show, Imbibe, Craft Beer Kitchen Party, Rare & Fine Wine Tasting

Sponsorship

- Opportunities for every budget
- Event sponsorship
- In-kind, or custom packages



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Social Media

Social Media Marketing with RANS

RANS supports social media marketing through collaboration, custom posts, food day spotlights, reshares, and story shares! Take a look through this package to see how we can support you. Reach out today to discuss your social media marketing options with RANS!

Membership & Marketing Coordinator: Heather Boucher,
heather@rans.ca

Instagram, Facebook: @restassocns

LinkedIn: Restaurant Association of Nova Scotia

	Non-Member	Restaurant Members	Supplier Members
Social Media Marketing			
Story Shares	✓	✓	✓
Collaborative Posts	✗	✓	✓
Feed posts, Reposts	✗	✓	✓
Food Day Spotlight	✗	✓	✓
Member Spotlight	✗	✓	✓

Story Shares

Story Shares are a good way to increase the number of views on your posts or reels. Simply tag @restassocns on Instagram!

Restaurant and Supplier Members: Available Anytime

Non-profits, Events, Community Groups: Available Anytime

Non-Members: 5 per year

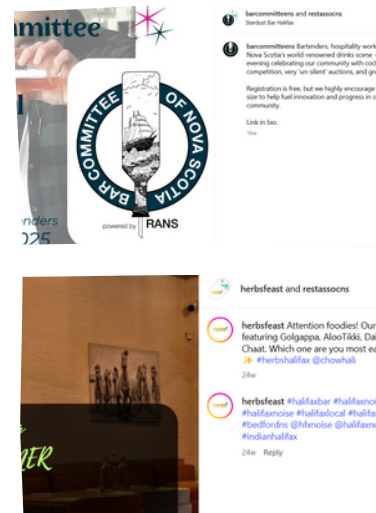
Social Media

Instagram Collaboration or Repost

Instagram is our primary channel when it comes to marketing for our restaurant members. There are different ways to work with us on Instagram!

Collaboration Post

RANS Members can invite collaboration on social media! A collaborative post means it appears on our channel and yours! This helps to reach a wider network and encourages new followers. If you are a RANS member, you can ask us to collaborate on Instagram by inviting @restassocns!



Repost or Feed Post

A repost or a feed post lives on the RANS Instagram grid permanently. We can support our members by including your offers on our Instagram feed.

Who can collaborate with us or request a repost?

Restaurant Members: Available Anytime

Non-profits, F&B Events, Festivals: Available Anytime

Supplier Members: See Custom Posts for more information

Non-Members: Not Available



Social Media

Demographics

Put yourself in front of foodies. RANS social media demographics can help guide how you would like to promote your business. Our audience is primarily restaurateurs, people who work in the food & beverage industry, and people who love food.

Instagram (Updated July 2025)

4222 Followers

Ages 25-54

33.7% Halifax, 23% Greater HRM, 6.1% NS Mainland

11,245 views

2971 reach

126 content interactions

Facebook (Updated July 2025)

1836 Followers

Ages 35-64

21.4% Halifax, 12.4% Greater HRM, 4.3% NS Mainland, 1.4% Cape Breton

1554 views

681 reach

LinkedIn (Updated July 2025)

459 Followers

Ages 35-64

48.4% HRM



Social Media

Dimensions

If you decide to have RANS promote your business on our social media, please ensure that the post follows the criteria below:

Image: 11.25 x 14 inch or 11.25 x 11.25 inch (*please ensure that text is clear on image, min 10px)

Format: PNG or JPEG

Text: 120 words max plus hashtags

Collaboration opportunities: Invite RANS to collaborate to cross-post on the RANS Instagram.

Non-Member Pricing

Non-members have the opportunity to advertise through RANS at cost:

\$100 per 4 posts on either Instagram, Facebook or LinkedIn

*RANS has special pricing for non-profits, please contact RANS for more information.

Social Media

Custom Social Media Posts

A great option for those hoping to highlight a certain event, an industry offer, or just needing support for your digital presence. The team at RANS can help design a post to support your event or offer!



Custom posts available to:

Supplier Members: For those who have a specific offer for RANS members

Restaurant Members: Great for those who do not have Instagram, or are looking to improve their digital presence

Non-profits, F&B Events, Festivals: Available Anytime

Non-Members: Not Available

Member Features

Your business deserves some special recognition. RANS offers two opportunities to really highlight your business through **Food Day Spotlights** and **From the Industry** Articles. Food Day Spotlights offer a chance to feature a certain dish or menu item. From the Industry articles are a chance to tell your story and share your experience as an owner, Chef or manufacturer.

Social Media

Food Day Spotlight

Food Day offers are a fun opportunity for members to feature dishes that align with the many national and international food days. Follow **@restassocns** and be sure to read your **Member Insider** and **Business Bite** newsletters to find out when we will be promoting a food day. Selected food days may be added or removed depending on the marketing needs of members, but examples include:

Jan 4 - National Spaghetti Day	Aug 2 - International Beer Day
Jan 27 - National Chocolate Cake Day	Aug 31 - Eat Outside Day (Patio features)
Feb 9 - Pizza Day	Sept 26 - Dumpling Day
Feb 22 - Margarita Day	Sept 29 - Coffee Day
March 31 - National Oyster Day	Oct 4 - Taco Day
April 7 - Beer Day	Oct 17 - Pasta Day
April 11 - Poutine Day	Oct 20 - Chef Day
May 28 - Hamburger Day	Nov 3 - Sandwich Day
June 4 - Cheese Day	Nov 6 - Nacho Day
June 18 - Picnic Day (Take Out features)	Nov 18 - Apple Cider Day
July 7 - Chocolate Day	Dec 5 - National Comfort Food Day
July 29 - Chicken Wing Day	Dec 17 - Maple Syrup



Who can be featured in a food day spotlight?

Restaurant Members: Apply for any food day feature, as long as the food day aligns with your offerings.

Supplier Members: If your product or service aligns with a food day offering

Non-Members: Not Available

Social Media

From the Industry Articles

This industry is not for the faint of heart. Owners and operators work incredibly hard for their businesses, and RANS would like to share these stories. Part of the advocacy work we do is about changing the public perception of the industry - letting people know what it takes to run a restaurant, or to work in the industry. *From the Industry* Articles include a social media post and abstract, as well as an article on the new RANS blog! You will also receive a graphic and link to share with your networks.

Who can be featured in a *From the Industry* Article

You must be a member of RANS to be featured in an article.



FROM THE INDUSTRY

Chef Feature | Brian Solomonian
The Annex Inverness



FROM THE INDUSTRY

Restaurant Feature | The Henley
House Pub & Restaurant



E-Marketing

RANS offers a range of e-marketing services including business listings, newsletters and articles. We have three different newsletters, depending on the demographic you wish to reach.

Business Listings

Register your business on our restaurant or supplier directory.

Non-Member Restaurants	Restaurant Member	Supplier Member
• Basic listing with business name, address and map • Dine NS place holder logo	• Featured listing • Name, Address, business • description, link, map • 4 photos • Your logo	• Supplier listing • Name, Address, business • description, link, map • Your logo



2 DOORS DOWN
FOOD+WINE

☎ 902-422-4224

📍 1533 Barrington Street, Halifax NS

🍴 Canadian/American



ANTOJO TACOS + TEQUILA

☎ 902-405-2790

📍 1667 Argyle Street, Halifax NS

🍴 Mexican/Tex-Mex



ARGYLER LODGE

☎ 902-643-2500

📍 52 Ye Olde Argyle Rd, Argyle NS

🍴 Canadian/American, Seafood



ARMVIEW RESTAURANT, THE

☎ 902-455-4395

📍 7156 Chebucto Rd, Halifax NS

🍴 Other



E-Marketing

Newsletters

Three newsletter advertisements/year are included with your membership for both restaurants and suppliers. For non-members, newsletter advertisements are available at a cost. Contact heather@rans.ca for newsletter advertisements.

RANS offers three newsletters:

Business Bite (Monthly):

- For owners/operators and industry stakeholders
- Industry updates
- RANS updates and advocacy work
- Webinars and Resources
- Relevant Supplier news and advertisements

Bite Foodie (Monthly):

- For consumers and culinary enthusiasts
- Events
- Food Day spotlights
- Recipes
- Restaurant news

Member Insider (Approx 2x per month):

- For members of RANS
- Special offers specific to members
- Marketing updates available
- Reminder of cost saving offers

Resource Articles & Webinars

This is a custom opportunity. If you have information or resources that support the industry, talk to us about the opportunity to create an educational article or webinar.



E-Marketing

Newsletter Dimensions

If you decide to have RANS promote your business in our newsletters, please ensure that the post follows the criteria below:

Image Advertisement

Image: 5.5 x 11.25 inch or 11.25 x 11.25 inch (*please ensure that text is clear on image)

Format: PNG or JPEG

Link: Link to website/social media

Article

Image: 5.5 x 11.25 inch or 11.25 x 11.25 inch (*please ensure that text is clear on image)

Format: PNG or JPEG

Text: 120 words max

Link: Link to website/PDF/article

*We will not accept any PDF page advertisements. Please contact, us if you need an advertisement made.

Non-Member Pricing

Foodie Newsletter

Image Ad: \$35

Article: \$45

Business Newsletter

Image Ad: \$45

Article: \$55

*RANS has special pricing for non-profits, please contact RANS for more information.

Events



RANS events are a valuable opportunity to market your business, network with other industry folks and have a great time. Though many of our events are open to the industry, special rates and opportunities are given exclusively to our members.

Nova Scotia Restaurant Awards



The Annual Nova Scotia Restaurant Awards are a chance for Nova Scotia restaurants to showcase their business by nominating themselves in a given category. Winners are announced at the Annual Awards Gala. *Members receive a special rate for tickets.*

RANS Golf Tournament

The Annual RANS Golf tournament has been running for 46 + years! There are opportunities to showcase your food & beverage offerings at a hole on the course, or enter a team to network with others in the industry. Enjoy some amazing samples as you make your way around 18 holes. *Members receive a 15% discount for golf players and teams.*



Events

Savour Festival

Our annual Savour Festival has been running for 20 years and brings in guests from around the province to experience one of our four major events:

SAVOUR
FOOD & WINE
SHOW

Savour Food & Wine Show

- Showcase your business to 1200 guests at the Halifax Convention Centre
- Must be a member of RANS

imbibe

Imbibe

- Annual cocktail event and competition
- An opportunity to highlight your unique beverage offerings to bartenders and cocktail enthusiasts!

Rare & Fine
Wine Tasting

Rare & Fine Wine

- Guests can sample and order a selection of wine brought in specifically for this event. All 90 points and above, get ready for something new and unique to add to your wine list.
- Special Licensee tasting session also available

Craft Beer
KITCHEN PARTY

Craft Beer Kitchen Party

- Craft breweries from around the province, combined with a headliner musical performance

Sponsorship Opportunities

The Restaurant Association of Nova Scotia (RANS) offers a variety of event sponsorship opportunities. You can choose the events that best suit your marketing needs according to demographic, audience numbers, location and even time of year! We offer opportunities for every budget. If you are interested in sponsoring a RANS event, contact **natasha@rans.ca** today to set up a chat.

Appetizers

Meet & Greet Sponsorship	\$25 - \$200
Contributing Sponsorship	\$300- \$500
Golf Tournament Hole Sponsorship	\$400



Mains

Nova Scotia Restaurant Awards	\$1200
Golf Tournament Major Sponsorships	\$1500 - \$5000
Savour Food & Wine Sponsorship	\$ 2500 - \$10,000

Desserts

In-kind sponsorship available through opportunities, including:

- venue rentals, food and beverage, marketing, services



Custom Plates

Interested in more than one opportunity? Becoming a general RANS sponsor allows you to contribute to more than one event for sponsorship recognition throughout the year. Contact **natasha@rans.ca** to build your custom sponsorship package.