



Sponsorship Prospectus 2021-2022

Reach the Influential Leaders in Nutrition and Dietetics Research

Members of the Research Dietetics Practice Group (RDPG) of the Academy of Nutrition and Dietetics, lead the future of dietetics by promoting the conduct and application of research related to food, nutrition and dietetics. Our members are a highly valued source for conducting, interpreting, and applying research related to food, nutrition, and dietetics. The practice group has over 1,000 dedicated members who lead research in government, industry, academia, and clinical and translational science centers (www.researchdpg.org).

SPONSORSHIP OPPORTUNITIES*

All prices will have a 20% administrative fee added

Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo™ (FNCE®) related opportunities*: *All groups that sponsor a DPG event at FNCE® must be a FNCE® exhibitor. LOAs are due August 31.*

- **Workshop or Symposium held the day FNCE® starts: \$10,000 plus cost to put on the event**
 - Anticipated attendance depends on the symposium content – expect 100 or more attendees (non-registered FNCE® people can attend)
 - Includes collaboration with RDPG to create evidenced-based symposium; length of conference determined by topic and content; 5 to 15 minute presentation by sponsor at the end of the workshop; a display table to network and share literature and product information, subject to RDPG and Academy approval; recognition in *The Digest* (the RDPG newsletter) and in promotional materials in print and email for the event; and placement of logo on RDPG website for the year
- **Membership meeting either breakfast or social hour: \$7000**
 - Anticipated attendance of 70 RDPG members
 - Includes 5 to 15 minute presentation to attendees during reception and a display table to network and share literature and product information, subject to RDPG and Academy approval; recognition in *The Digest* (the RDPG newsletter) and in promotional materials in print and email for the event; and placement of logo on RDPG website for the year
- **Executive Committee meeting: \$4000**
 - Anticipated attendance of 13 leading members of RDPG
 - Includes 15-minute presentation to attendees prior to the committee meeting and a display table to network and share literature and product information, subject to RDPG and Academy approval; recognition in *The Digest* (the RDPG newsletter) and promotional materials in print and email for the event; and placement of logo on RDPG website for the year

The Digest*, RDPG newsletter published three times a year (winter, spring/summer, and fall)

- Sponsorship of one or more issues: \$800/issue

- Half-page company-prepared advertisement with sponsor's logo and message: \$500
- Subject to RDPG and Academy approval
- Logo and recognition of support in *The Digest*

E-Blast* (sent to all RDPG members)

- Banner/Ad at the bottom of a monthly e-blast to all RDPG members (\$300 per e-blast)
 - Includes up to 150 words plus one hyperlink
 - Subject to RDPG and Academy approval
- Dedicated e-blast to all RDPG members containing just advertisement (\$750 per e-blast)
 - Includes unlimited words, up to 10 pictures and graphics, plus one hyperlink
 - Subject to RDPG and Academy approval
- Dedicated e-blast to all RDPG members containing a survey (\$1000 per e-blast)
 - Includes unlimited words, up to 10 pictures and graphics, plus two hyperlinks
 - Subject to RDPG and Academy approval

Webinar*, open to all RDPG members and may collaborate with other DPGs (we have had over 300 attend previous webinars). The webinar is recorded and kept on member only part of RDPG website.

- RDPG chooses the topic and speakers. Sponsor has a 5-minute opportunity to present at the end: \$1000
- Sponsor selects the topic and speakers: \$2000
 - RDPG approves the topic, speakers, and content
 - Sponsor pays any additional costs such as speaker honorarium
 - Sponsor's name will be announced, and sponsor can have a 5-minute opportunity at the end to present

Website Sponsorship* (www.researchdpg.org).

- \$1000/sponsor
- Recognition of support with the placement of logo on RDPG web site for one year
- Includes 50 words plus one hyperlink, subject to RDPG and Academy approval

Joint Sponsorship of Research DPG Awards*

- *Pilot Grant Program Award*: starts at \$5000 or more
- *Faculty Pilot Project Award*: starts at \$3,000 or more
- *Student Research Abstract Awards*: \$500/per award
- *Student Pilot Grant Program Award*: starts at \$1000 or more
- *First Author Published Article Award*: starts at \$500 or more
- *Emerging Author Published Article Award*: starts at \$500 or more
- Being an Award Sponsor includes:
 - Award name carrying sponsor's name and RDPG name
 - Representative sharing in presenting awards with RDPG Chair at FNCE® RDPG membership meeting
 - 5-minute presentation to attendees at FNCE® RDPG membership meeting
 - Recognition in *The Digest*, RDPG newsletter, in promotional materials in print and email
 - Placement of logo on RDPG website for the year

Virtual Mentoring Toolkit* – starts at \$1,500

The RDPG has an active mentorship program that is a much asked for and highly valued member benefit. We are now seeking a sponsor to help us develop a mentoring toolkit. The Virtual Mentoring Toolkit leverages the experiences of the mentees and mentors who participate in the current Research DPG Mentorship Program. At the end of their year, each mentor/mentee is asked to share pearls of wisdom, highlights of their experiences, and responses for FAQs. We want to record these responses and share videos on our website as part of our Virtual Mentoring Toolkit. We are seeking a sponsor to help us develop the toolkit.

Customized sponsorships can be created to provide additional benefits to the opportunities described above.

Please direct sponsorship inquiries to:

Lauri Byerley, Ph.D., RDN, LDN, FAND

Research DPG Sponsorship Chair

lbyerley@msn.com

*additional 20% administrative fees and overhead will be applied