

Sponsorship Opportunities

Healthy Aging (HA) DPG members are positioned to meet the needs of the fastest growing older adult population.

Members, many of whom are key decision makers, provide and manage nutrition programs and services to older adults in a variety of settings — community, home, health care facilities, and education and research facilities. They are employed in hospitals, assisted living and long-term care facilities, government agencies, community nutrition programs, private practice and university settings, including:

46.9%	Long term care/sub acute care communities
17.0%	Assisted living facility
13.6%	Acute care hospitals
11.6%	Community-based nutrition services programs
10.9%	Area Agency on Aging

*Percentages from most recent member survey

Healthy Aging has a total membership of approximately 1,660.

You are invited to collaborate with Healthy Aging through several sponsorship and advertising opportunities. We can customize a level of participation to create a winning package to find the right level and mix of sponsorship to meet your marketing needs.

Sponsorship opportunities include:

- Educational
- Advertising
- Healthy Aging DPG educational event held just prior to the Food & Nutrition Conference & Expo™ (FNCE®)
- Special opportunities

For more information, please contact HA DPG:

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Educational Sponsorship Opportunities:

Webinar – Your Topic

Work with HA DPG regarding content and speaker of your choice (subject to HA DPG/Academy review and approval). This is a great way to showcase specific research or service outcomes. Our webinars are promoted to all members via the website, eblast and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slide. These slides are part of the recording, which is posted on the website for at least one year. Depending on the topic, we may be able to work with you to provide a post-webinar self-study option.

- Sponsorship Fee: \$3,000 (plus any fees/costs the sponsor directly pays to the speaker)

Webinar – General Sponsorship

Healthy Aging regularly schedules educational webinars, with an average attendance of 150 – 250. Support this initiative with your general sponsorship. Our webinars are promoted to all members via the website, eblast, social media and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slide. These slides are part of the recording, which is posted on the website for at least one year and is eligible for CPEU, leading to additional views.

- Sponsorship Fee: \$1,500

CPE Articles for *The Spectrum* Newsletter

Provide a research-based, peer-reviewed article for our newsletter. Work with the newsletter editor to provide all necessary information for a continuing education application. The CPE article is available for up to three (3) years from date of publishing.

- Sponsorship Fee: \$2,500

Executive Committee Opportunity:

Executive Committee meeting – June 2017 (Location TBD)

- 30 minutes to showcase/present information, products and or services via food samples or beverages and information during the June 2017 Executive Committee meeting
- Interact with key influential leaders and decision makers in the nutrition and healthy aging community
- Sponsorship Fee: \$1,500

Advertising Sponsorship Opportunities:

Healthy Aging DPG's eblast/email metrics are excellent.

- We average a 39.5% read rate
- Individual URL click-through rates range from 28% to 49%

The Spectrum Newsletter

The Spectrum reaches all HA members with timely articles and resources on nutrition, physical activity, healthy aging, and advocacy. It also provides practice group news and an educational handout for patients/clients.

- Sponsor is responsible for providing artwork in a camera ready format (subject to HA and Academy approval)
- Advertising Fee: \$1,750 for a full-page ad, \$1,000 for half-page ad; \$500 for ¼ page ad
- Insert Fee: \$3,000 for a double-sided, one-page insert that is incorporated in to the newsletter.
- Newsletters are permanently archived on the HA website and available to members at any time.
- Advertising deadlines
 - Winter Issue January 21
 - Spring Issue March 21
 - Summer Issue June 21
 - Fall Issue September 21

E-updates

Monthly or bi-monthly e-update to all 1600+ HA members. Sponsorship of the e-update includes up to 2 graphics, 3 links and 150 words.

- Fee: \$500 for one e-update; \$1,350 for 3 e-updates

Sponsored Eblast

Stand-alone message to all HA members. Sponsorship of the eblast includes up to 750 words plus 3 images and 4 hyperlinks. Metrics will be provided 2 weeks after the eblast.

- Fee: \$2,000

Website – Logo/Resource Links

Your logo will be placed on our website with a click-through link to the web page of your choice (subject to HA approval). You can also place one direct link to a PDF document/resource. The posting is for one year.

- Sponsorship Fee: \$1,000

2016 Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo™ (FNCE®)
October 15-18, 2016
Boston, Massachusetts

One of the largest food and nutrition conferences in the country, FNCE® attracts a wide audience of food and nutrition professionals including those working in programs serving older adults. Attendees look for the latest information by selecting from over 100 educational sessions and an expo/exhibit that features hundreds of companies.

Note: Final participation terms and conditions are subject to review by the Academy of Nutrition and Dietetics.

Participation as a FNCE® sponsor is limited to Academy FNCE® exhibitors.

Executive Committee meeting – Saturday, October 15, 2016

- 30 minutes to showcase/present product via food samples or beverages and informational presentation during the 2016 Food & Nutrition Conference & Expo™ (FNCE®) executive committee meeting
- Interact with key influential leaders and decision makers in the nutrition and healthy aging community
- Sponsorship Fee: \$1,500

Member Educational Tour and Session – Saturday, October 15, 2016 (12:30 – 3:00 p.m.)

Jean Mayer USDA Human Nutrition Research Center on Aging – Tufts University

Sponsor fee: \$1,000

- Anticipate 50-100 attendees
- Table to showcase products, materials, and services
- Sponsorship recognition at event and in promotional materials, subject to Academy approval
- Quarter-page ad in *The Spectrum*

Advertisements are subject to HA DPG/Academy review.

Sponsorship Guidelines

Healthy Aging DPG works with food companies and other organizations to develop opportunities that deliver credible, science-based food, nutrition and health messages to consumers and to Academy members.

HA sponsors are limited to those who promote products and services that support the advancement of the food, nutrition and culinary profession. HA is in alignment with the Academy's sponsorship approval requirements which include:

- The sponsor's vision and mission align with the Academy's Vision, Mission and Strategic Goals.
- The sponsor's product portfolio is broadly aligned with the Academy's Vision: Optimizing health through food and nutrition.
- The sponsor relationship and sponsor product portfolio are broadly aligned with official Academy positions.
- All aspects of the sponsorship (such as research, consumer messaging or professional education for members) align with the Academy's Scientific Integrity Principles.
- The Academy does not endorse any company, brand or company products, nor does the Academy's name or logo appear on any product. Such endorsement is neither actual nor implied.
- The Academy maintains final editorial control and approval of all content in materials bearing the Academy name or logo.
- There is clear separation of Academy messages and content from brand information or promotion.

A Sponsorship Request for Information Form may need to be completed prior to sponsorship approval.

All opportunities developed will be reviewed in detail for conformance with sound evidence-based science and with HA member needs and the Academy's positions, policies and philosophies.

HA/Academy maintains editorial control and final approval of all materials associated with sponsored programs and materials.

Sponsors making product statements of properties, performance, nutrient values, beneficial results, etc., should be such that they can be verified by adequate data available in well-accepted, peer-reviewed literature, which is subject to HA/Academy approval.