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 a recent member survey

Healthy Aging has a total membership of approximately 1,700.

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
- FNCE® events
- Our 2020 Virtual Conference

For more information, please contact HA DPG:

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Educational Sponsorship Opportunities:

Our webinars are a significant benefit to our members and will provide the return on investment that you are looking for.

- **Reach:**
  - Over 200 registrants with an average 72% attendance
  - A minimum of two announcements to all members regarding the webinar (via eblast) with sponsor attribution
  - A minimum of two social media posts with sponsor attribution
  - Continued “reach” of webinar for self-study for three years with an average completion of about 20-40 people per year

Note: We can extend the reach of a webinar to other select DPGs – let us know if you would like too learn more about this.

**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, science- and/or evidence-based 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.

- **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
Advertising Sponsorship Opportunities:

Healthy Aging DPG’s eblast/email metrics are excellent.
- We average a 42.5% read rate
- Individual URL click-through rates range from 28% to 49%

The Spectrum Newsletter
The Spectrum reaches all HA members (electronically) 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
  - Fall 2019 Issue September 18
  - Spring 2020 Issue January 21
  - Summer 2020 Issue May 21

E-updates
Monthly or bi-monthly e-update to all 1,700+ 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
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.*

*All FNCE® contracts must be finalized by August 31, 2019*

**Executive Committee meeting – Saturday, October 26, 2019**

- 30 minutes to showcase/present product via food samples or beverages and informational presentation during the 2019 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

**Executive Committee dinner – Saturday or Sunday (October 26 or 27, 2019)**

- Opportunity to sponsor Saturday or Sunday evening dinner at a location TBD.
- You will have the exclusive opportunity to interact, discuss and present information throughout the dinner.
- Sponsorship Fee: $500 + the cost for the dinner

**Healthy Aging “Happy Hour” Networking Reception – Monday, October 28, 2019**

- Opportunity to support our networking reception, to be held at the Pyramid Club
- We are partnering with [Dietetics in Health Care Communities](#) dietetic practice group and anticipate 125-150 attendees
- You will have the opportunity to:
  - Have a sponsor table with information – and the opportunity to talk to attendees
  - Send a stand-alone eblast to all reception registrants.
- Sponsorship Fee: $1,000
In 2018, Healthy Aging DPG launched one of the first-ever virtual conferences. It was a significant success, with over 300 registrants. We repeated this model in 2019 with similar success.

In 2020, our Virtual Conference will focus on the role of nutrition at the end of life – a topic that is of major interest to our members and a significant number Registered Dietitian Nutritionists.

May 6 and May 13, 2020
Noon – 2 p.m. ET

The conference will be offered as a “live” event and will also be available for self-study for three (3) years.

We invite you to support our Virtual Conference!

Deliverables:
♦ Identified as a Virtual Conference supporter in promotional materials (including eblasts, invitations and social media)
♦ Recognized during the introduction of each Virtual Conference session (May 6 and 13)
♦ Opportunity to provide a one-page handout or reference sheet to be included with Virtual Conference handout materials (subject to HA/Academy review/approval)
♦ Recognition in Healthy Aging DPG’s annual report

We anticipate having 300+ registrants for the conference this year. Registrant practice areas include community, health care, private practice, clinical nutrition management and behavioral health.

Investment = $500.00
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.

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.