



# 2021-2022 Sponsorship Opportunities

## Reach Influential Leaders in Sports and Human Performance Nutrition

The Sports and Human Performance Nutrition dietetic practice group (SHPN) leverages the integration of nutrition, exercise science, and technology to set industry standards, provide continuing education, and prepare the next generation of cutting-edge professionals in the field. Members benefit from content tailored for human performance in sports, as well as military, tactical and performing arts, and those who are first responders.

### Why SHPN?

Members rely on SHPN to provide leadership in promoting the role of nutrition and active lifestyles in the areas of sports and human performance nutrition.

Through in-depth, tailored CPE and resources; networking; training; advocacy; and the support of industry-leading research and practice, SHPN offers exciting opportunities for members to further hone their expertise.

**Contact:**

**[shpn@eatright.org](mailto:shpn@eatright.org)**

With  
**4000+**  
**members,**  
SHPN is one of  
the largest  
professional  
dietetic  
practice groups  
at the Academy  
of Nutrition  
and Dietetics.

### SHPN Mission:

Educate, empower and advocate for the delivery of state-of-the-art care for athletes, athletic teams, human performance organizations, and people throughout their entire athletic lifecycle through the integration of nutrition, exercise science, research and technology.

### SHPN Vision:

A world where all people perform to their potential, powered by nutrition.

# Collaborate with SHPN!

## Year-Round Sponsorship Opportunities

We invite organizations whose business practices align with our mission, vision, and values to collaborate with SHPN to offer exciting opportunities for our members.

### SHPN's Quarterly Publication- Launching Jan 2022

SHPN's quarterly publication will be research focused and available to members for CPEU (Continuing Professional Education Units). 10-20 page issues will be made available to SHPN members as a digital publication via the website. Published 4 times per year (Fall, Winter, Spring, Summer), the first issue is slated to launch Winter of 2022. Archives will be available to members via SHPN website.

#### Advertisement or Educational Content

- 4-page (\$5,000) sponsor-developed, SHPN-approved, evidence-based educational resource added to the end of one issue of SHPN's *Pathways*.
- 1-Page (\$2,000) or 2-Page (\$3,500) advertisement collated into one issue of SHPN's *Pathways* at Editor's discretion.
- May include embedded hyperlinks to sponsor website.

**Sports and Human Performance Nutrition**  
eat right Academy of Nutrition and Dietetics  
a member of the American Dietetic Association

## SHPN Publication

Targeting the Aging Gut Microbiome to Improve Cardiovascular Function

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by Abigail Cava, BA and Pamela Bryant, PhD

We live in a world where antibiotics, antibacterial hand soap, toothpaste, and cleaning supplies are all commonly used products. Until recently, bacteria and other microorganisms have merely been considered "germs" that are dirty or make us sick, but with the expansion of gene sequencing techniques and omics-based technologies, we have identified trillions of microorganisms residing within and on us, and our understanding of how they affect our physiology and health is just beginning to develop.

#### Why Care About the Gut Microbiome?

The group of microorganisms residing in our gastrointestinal tract—the "gut microbiome"—has been the most well-studied group to date, although physiological and health effects of the oral, skin, and vaginal microbiomes are also under investigation. Early reports implicated the gut microbiome in a wide range of gut-related conditions and disorders; however, we have since learned that the gut microbiome also affects distant tissues and organ systems. This occurs because these microorganisms produce metabolites and other signaling molecules that are able to

enter into the host circulation and consequently interact with host tissues and organs.<sup>1</sup> It has been fairly well-established that the brain and nervous system are affected by the gut microbiome, as some of these metabolites and signaling molecules include precursors to neurotransmitters and can directly influence stimulation of the vagus nerve.<sup>2</sup> In addition, host immune cells lining the intestinal wall interact extensively with microbes, affecting each other's function reciprocally through the release of inflammatory cytokines and other signaling molecules.<sup>3</sup>

Importantly, these trillions of microbes are an extremely dynamic group, the composition of which is constantly varying. In disease-associated states such as diabetes and obesity, there is a more extreme and adverse shift in the microbial composition termed "gut dysbiosis."<sup>4</sup> What is considered "dysbiotic" can vary across conditions, but in general gut dysbiosis is characterized by an altered abundance of microbial species (either an increase or decrease in individual species, as well as overall species diversity) that is accompanied by greater production of adverse gut-derived metabolites and pro-inflammatory signaling factors.<sup>14</sup>

EXAMPLE ONLY. PUBLICATION TITLE, LAYOUT AND CONTENT TBD

### Webinar: \$5,000\*

- One (1) 60-minute, CPE webinar hosted live and recorded for viewing (up to 3 years). Content developed by Sponsor, subject to SHPN expert review. Sponsor name/logo promoted with the webinar and recognition provided during the event. On-demand viewing 24/7/365.
- Free to all SHPN members, \$24 for Academy members, \$54 for non-members.
- Average viewership: 400-600

\*Anticipated based on historical SCAN viewership



Contact:

[cwell@eatright.org](mailto:cwell@eatright.org)

# Year-Round Sponsorship Opportunities (cont.)

## E-blast: \$3,500 (with survey: \$5000)

- Dedicated e-blast sent to all SHPN Members (between 3500-4500)
- Average open rate is ABOVE Industry Average = 33%\*
- Average click rate is ABOVE Industry Average = 5%\*

**Note:** E-blast recipients must have images enabled for tracking data used in the campaign report; therefore, actual open rates are higher than reported.

\*based on historical SCAN data

## Social Media Postings: \$500

Not sold individually. Purchased as an add-on item. Sponsor thank you/acknowledgment message posted on SHPN's social media outlets

**Note:** Academy/SHPN policy does not permit promotional social media messaging for any service, campaign or product that was not developed by the Academy/SHPN.

## Educational Backgrounder for Practitioner or Client/Student Handout: \$5,000\*

- Sponsor developed, evidence-based content, subject to SHPN expert review, suitable for printing as educational handout. Includes hyperlinks to sponsor website.
- Featured in one of our weekly e-blasts
- Available free to members, \$3.95 to non-members on SHPN website for one year

## Survey our Members: The Experts! (customizable)

- Opportunity to survey our SHPN Executive Committee or entire SHPN membership.
- Subject to SHPN/Academy approval. Results are for internal use only.

## Other Ideas? Let's Get Creative!

Build on items above, or work with our team to develop something completely unique! We welcome collaboration.

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With over  
100,00  
credentialed  
practitioners,  
the Academy  
of Nutrition  
and Dietetics  
is the nation's  
largest  
organization  
of food and  
nutrition  
professionals.

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**Educational Content Guidelines:** Educational content (including slides) will be thoroughly vetted by the Academy and SHPN. The Academy maintains full control over the planning, content and implementation of all educational programs. The Academy prohibits presentations that have as their purpose or effect promotion and/or advertising. Presentations designed primarily as describing commercially marketed programs, publications or products will not be accepted. To this end, sponsors are prohibited from engaging in scripting or targeting commercial or promotional points for specific emphasis, or other actions designed to infuse the overall content of the program with commercial or promotional messages. Statements made should not be viewed as, or considered representative of, any formal position taken on any product, subject, or issue by the Academy.

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