

2025-2026

Sponsorship & Advertising Prospectus

Thank you for your interest in partnering with the Cultures of Gender and Age (COGA) Member Interest Group (MIG) of the Academy of Nutrition and Dietetics. We have several unique and exciting opportunities to reach members in meaningful ways. **We are happy to personalize opportunities that fit your budget and desired level of participation that meets your organization's communication goals and objectives.**

Visit our [website](#) to learn more about us, and for any questions regarding our sponsorship opportunities, please contact:

Contact Information

Melinda Boyd (Past-Chair)

Email: COGA@eatright.org

About the Cultures of Gender and Age MIG

The COGA MIG is a community of Academy members interested in networking and collaborating throughout all ages of their careers and across genders. COGA empowers its members to foster the development and improvement of food, nutrition and health care through education, leadership, and professional development.

Our Membership

The COGA MIG has nearly 400 members. Our membership community spans dietetic influencers, decision makers, students/interns, young professionals, men, seasoned professionals, and retired professionals (many of whom are active volunteers for the profession). Our members come together to share career resources, trends in the profession and how to promote inclusion, diversity, equity, and access (IDEA).

Our unique and diverse members are and have been employed in a variety of settings, including but not limited to hospitals, clinics, assisted living and long-term care facilities, government agencies, community nutrition programs, communication, consulting and private practice, university, corporate, and research settings.

COGA is inclusive to the following communities:

- New Professionals
- Mid-Career Practitioners
- Late-Career Practitioners
- Retired Professionals
- Men in Dietetics
- LGBTQIA+

Our Fiscal Year

COGA operates on a fiscal year beginning June 1st and ending May 31st. All pending sponsorships are to be completed during the fiscal year unless otherwise indicated.

Frequently Asked Questions

How many people use your website, COGA.eatrightpro.org?

On average, over 500 unique users visit our website each month.

How many followers do you have on social media?

Facebook (@EatRightCOGA): 853 followers

Instagram: (@EatRightCOGA): 914 followers

LinkedIn: (COGA MIG): 266 followers

How many attendees generally participate in one of your webinars?

Our webinar attendance for live webinars is small in number; however, because we also record our webinars, others will register for the webinar and listen at a later time. Webinar recordings will be accessible for at least three years and eligible for CPEU (Continuing Professional Education Units) which leads to additional views.

How many members view sponsored e-blasts?

On average, about 48% of our members open our e-blasts.

What are the benefits of sponsoring COGA?

Our membership is diverse and unique. COGA members strive to stay abreast of current research and peer-reviewed articles to educate those interested in learning more about the nutritional needs of those across the span of life and gender. Sponsors have the benefit of reaching this large and diverse crowd of nutrition professionals to promote their product and expand their brand. Important to note, within the Academy, COGA is the key member group where sponsors will be able to be in direct contact with Registered Dietitian Nutritionists (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTRs).

Sponsorship Opportunities

We welcome the opportunity to collaborate with sponsors who share similar interests with our members to promote these initiatives. Contact us at COGA@eatright.org for more information. All sponsorships will be acknowledged on our website and in COGA's Annual Report, which is provided to all members.

Member Communications

COGA Newsletter Advertisements

COGA's quarterly digital publication covers topics important to our members and provides professional development opportunities. All advertisements are furnished by Sponsor and subject to COGA/Academy approval. Quarterly newsletters are sent to all members via email. Past editions of the newsletter are electronically archived on the COGA website for member access. Maximum 2 sponsors per newsletter.

- Full Page Newsletter Advertisement **\$750**
- Half Page Newsletter Advertisement **\$500**
- Quarter Page Newsletter Advertisement **\$250**

E-Blast Advertisement

\$300 for 1 E-Blast; \$500 for 2 E-Blasts

Includes Sponsor logo/name, hyperlink, 150-word advertisement, and up to 2 graphics, within an email sent to all COGA members. Subject to COGA/Academy review and approval.

Dedicated E-Blast Advertisement

\$500 for 1 E-Blast; \$900 for 2 E-Blasts

Sponsor provides entire content for the dedicated member e-Blast. Limit to 2 e-Blasts per sponsor each fiscal year. Metrics will be provided 2 weeks after the e-Blast has been sent. Subject to COGA/Academy review and approval.

Sponsored Recipe Contest

\$1,000

Company can sponsor a recipe contest that features one or more of their products. Recipe contest promotion including sponsoring company's name and logo will be promoted in 2 e-Blasts to COGA members and via EatRight Weekly to all Academy members. Winning recipe will be featured in COGA Newsletter and EatRight Weekly, with both to include sponsoring company's name and logo.

Webinars

COGA webinars aim at increasing awareness at the nutrition needs of the communities within COGA (see page 1). These webinars offer Continuing Professional Education Units (CPEUs). The Academy of Nutrition and Dietetics requires 4-6 weeks for CPEU approval. Webinars must be completed and approved at least three months prior to scheduled date.

COGA-Developed Educational Webinar – General Sponsorship

\$1,000

COGA offers Sponsor the opportunity to support an educational webinar with a general sponsorship. The topic will be unbiased, research-based, educational in nature, and of mutual interest to COGA and the Sponsor.

- COGA will select speakers, use its webinar provider, and will host the webinar. COGA is responsible for providing Speaker with honorarium and any additional costs.
- Speaker must have no conflicts of interest and be approved by COGA/Academy.
- COGA will request CPEUs (Continuing Professional Education Units) from the Academy's Center for Lifelong Learning.

- Sponsor name and logo will be included in webinar promotions to members.
- Your company name and logo will be included in the webinar presentation along with sponsor recognition by the moderator at the start and end of the webinar.
- Access to webinar recording will be available on the COGA website for at least three years and is eligible for CPEU, leading to additional views. May be additionally available within the Academy Store for access to Academy members and non-members.

Sponsor-Developed Educational Webinar – Your Topic **\$2,000**

COGA offers Sponsor the opportunity to develop a 60 minute, online educational webinar on a topic of mutual interest to the Sponsor and COGA. Must be unbiased, research-based, and educational in nature.

- Sponsor will select Speaker and provide honorarium/any additional costs directly to Speaker.
- Speaker must have no conflicts of interest and be approved by COGA/Academy. Speakers must be transparent and disclose conflict of interest and clearly state their relationship with the sponsor.
- COGA will use its webinar provider and will host the webinar.
- Sponsor representative may make a 3-5-minute presentation (content subject to COGA/Academy review and approval).
- The sponsor will work with COGA to request CPEUs from the Academy's Center for Lifelong Learning.
- Sponsor name and logo will be included in the webinar presentation.
- Sponsor name and logo will be included in webinar promotions to members.
- Access to webinar recording will be available on the COGA website for at least three years and is eligible for CPEU, leading to additional views. May be additionally available within the Academy Store for access to Academy members and non-members.

Networking Events

COGA-Developed Virtual Networking Event – General Sponsorship **\$1,000**

Support one of COGA's new virtual networking events — town hall meetings, movie night, book club, journal club — with your general sponsorship.

- Sponsor name and logo will be a part of this promotion. Our virtual networking events will be promoted to all COGA members via the website, social media, and eblast. Our virtual networking events will be free to COGA members.
- Sponsor name and logo will be included in the virtual networking event along with sponsor recognition by the moderator at the start and end of the event.
- COGA will select speakers, use its provider, and host the virtual networking event.
- COGA will request CPEUs (Continuing Professional Education Units) from the Academy's Center for Lifelong Learning.
- Access to webinar recording will be available on the COGA website for at least three years and is eligible for CPEU, leading to additional views. May be additionally available within the Academy Store for access to Academy members and non-members.

COGA Member Reception during FNCE®

Join us for a networking reception of COGA members during the Academy's Annual Food & Nutrition Conference & Expo™ (FNCE®) located in Nashville, TN in October 2025. With educational sessions, lectures, briefings and culinary demonstrations, FNCE® draws more than 10,000 registered dietitian nutritionists, nutrition science researchers, policy makers, healthcare providers and industry leaders each year. Agreements must be finalized by August 30, 2025.

Note: All sponsors must also be a FNCE® exhibitor. In the event that FNCE® is hosted as a virtual event, COGA will adjust the COGA events to a virtual platform. Sponsorship deliverables may be adjusted for a virtual format.

General Sponsorship during Reception

\$3,000

Join us for a reception of COGA members and their invited Academy members at the Academy's Annual Food and Nutrition Conference and Expo™ (FNCE®).

Sponsorship includes:

- Recognition of sponsor during Reception hosted during FNCE® with opportunity to distribute approved products to registrants within the room (limited space available). *Note: COGA is not responsible for management of or cost related to shipping expenses. COGA will provide a one-time usage list of member registrants and/or member attendees who have opted in for sponsor to fulfill deliverables as listed pertaining to approved product distribution.*
- Sponsor promotional material for the reception will include 1 E-Blast dedicated solely to the sponsored event, Sponsor logo on the COGA website, and 1 full page ad in the Fall issue of COGA Newsletter leading up to FNCE®.
- Sponsor will be recognized during the promotion of the reception.
- Opportunities to display and distribute sponsor educational materials within the room (subject to COGA/Academy approval) during the Member Reception.
- Sponsor will be given up to 5 minutes at the reception to present branded content (subject to COGA/Academy approval).
- Each COGA member who registers for the COGA Member Awards Reception hosted during FNCE® will be allowed to invite one Academy member who is attending FNCE® but not a current COGA member.
- Sponsor will be acknowledged in COGA's Annual Report.

Reception with Educational Session or Cooking Demonstration – Your Topic

\$5,000

(in addition to all of the above) - Sponsorship includes:

- Sponsor will be given up to 50 minutes at the reception to present branded content (subject to COGA/Academy approval).
- Sponsor will select Speaker and provide honorarium/any additional costs directly to Speaker.
- Speaker must have no conflicts of interest and be approved by COGA/Academy. Speakers must be transparent and disclose conflict of interest and clearly state their relationship with the sponsor.
- Sponsor promotional material for the reception will include 2 E-Blasts dedicated solely to the sponsored event, Sponsor logo on the COGA website, and 1 full page ad in the Fall issue of COGA Newsletter leading up to FNCE®.

Student/Intern Award for FNCE® attendance

\$800

This award is to help a student/intern member pursuing an undergraduate, Master's, or Doctoral degree of internship to attend FNCE®. Student/intern recipient selected by COGA Executive Committee from applications. Each awardee receives \$800.

Sponsorship includes acknowledgement by COGA in all student/intern award promotional communications to members.

Sponsorship & Advertising Guidelines

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

COGA sponsors are limited to those who promote products and services that support the advancement of the food, nutrition and culinary profession. COGA 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.
- COGA member information, including but not limited to email address, phone number (cell, work, home etc.), information related to place of work and information related to place of residence, is not subject for sale to the sponsor party at any time.

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