

2021-2022

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 that reach members in meaningful ways. Opportunities can also be customized for a level of participation that meets your communication goals and objectives.

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

Dylan Bailey (Past-Chair)
Cell: 862-686-2359
Email: COGA@eatright.org

About the Cultures of Gender and Age Community

The COGA MIG is a community of 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.

COGA includes the following sub-communities:

- Thirty and Under
- Fifty Plus
- Men

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

The COGA MIG has nearly 800 members and is growing. Our membership community spans RDN influencers, decision makers, new and seasoned professionals. Members come together to share career resources, trends in the profession and how to promote diversity.

For all sponsorship opportunities, the Sponsor's logo will be featured for one year on the [Sponsors](#) page on the COGA website. Additionally, Sponsors will be acknowledged in COGA's Annual Report which is provided to all COGA members.

Educational Opportunities

COGA Developed Educational Webinar – General Sponsorship \$1,000

Support COGA's regularly scheduled educational webinars with your general sponsorship.

- Our webinars are promoted to all COGA members via the website, social media, and eblast. Your company name and logo will be a part of this promotion.
- Academy members and non-members have the option to purchase webinars for up to three years.
- Your company name and logo will be included in the webinar presentation along with sponsor recognition by moderator at the start and end of the webinar.
- COGA will select speakers, use its webinar provider, and will host the webinar.
- 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.

Sponsor Developed Educational Webinar – Your Topic \$1,500

Work with COGA regarding content and speaker (subject to COGA/Academy review and approval). This is a great way to showcase new specific research or educational components that are target-right for our members. Webinar content and learning objectives need to be submitted 8 weeks prior to webinar date for Continuing Education review and approval process. *Sponsorship fee is not inclusive of any fee/costs sponsor pays directly to speaker/presenters.*

- Our webinars are promoted to all members via the website, social media, and eblast. Your company name and logo will be a part of this promotion.
- Academy members and non-members have the option to purchase webinars for up to three years.
- Your company name and logo will be included in the webinar presentation.
- Sponsor representative may make a 3-5-minute presentation (content subject to COGA/Academy review and approval).
- Content must be unbiased, research based, and educational in nature.
- Sponsor will select the speaker and provide honorarium/any additional costs directly to speaker.
- Proposed speaker must have no conflicts of interest and be approved by COGA/Academy.

- The sponsor will work with COGA to request CPEUs 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.

Advertising Opportunities

COGA Newsletter Advertisements

Sponsor advertisement in one edition of the digital COGA newsletter. Advertisements are subject to COGA/Academy approval. Quarterly newsletters are sent out to all members via email. Past editions of the newsletter are electronically archived on the COGA website for member access.

- Full Page Newsletter Advertisement **\$1,000**
- Half Page Newsletter Advertisement **\$500**
- Quarter Page Newsletter Advertisement **\$250**

eBlasts **\$300 for 1 eBlast; \$500 for 2 eBlasts**

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

Dedicated Sponsored eBlast **\$500 for 1 eBlast; \$900 for 2-eblasts**

Sponsor provides COGA with the entire content of the dedicated member eBlast. Limit to 2 eBlasts per sponsor each fiscal year. Metrics will be provided 2 weeks after the eBlast. Subject to COGA/Academy review and approval.

Sponsored Recipe **\$1,000**

Company can sponsor a recipe contest that features one of their products. Recipe contest promotion including sponsoring company’s logo will be promoted in 2 eBlasts to COGA members. Winning recipe will be featured in COGA Newsletter.

Food and Nutrition Conference and Expo® (FNCE) Opportunities

The Food & Nutrition Conference & Expo™ is the annual conference and expo of the Academy of Nutrition and Dietetics and the world's largest annual meeting of food and nutrition professionals. With educational sessions, lectures, briefings and culinary demonstrations, FNCE® draws more than 10,000 registered dietitian nutritionists, nutrition science researchers, policy makers, health-care providers and industry leaders each year.



FNCE® 2021 will be hosted as a virtual event. COGA will adjust all COGA events to a virtual platform. Sponsorship deliverables will be adjusted for a virtual format.

COGA Member Reception during FNCE® \$3,000

Join us for a virtual networking reception of COGA members at the Academy's Annual Food and Nutrition Conference and Expo™ (FNCE®). Agreements must be finalized annually by August 30.

Note: All sponsors must also be a FNCE® exhibitor.

Sponsorship includes:

- Recognition of sponsor during COGA Membership Reception hosted during virtual FNCE® with opportunity to distribute approved products to registrants before and/or attendees after the reception (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 event will include 1 eBlast dedicated solely to the sponsored event, 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 event.
- Opportunities to display and distribute sponsor educational materials within the virtual room (subject to COGA/Academy approval) during COGA Member Reception.
- Invitation for 1-2 sponsor representatives to network with COGA members throughout the event in a virtual capacity.
- Sponsor would be given up to 5 minutes at the reception to present branded content (subject to COGA/Academy approval).

Member Reception Educational Session, Panel, or Cooking Demonstration – Your Topic during FNCE® - \$5,000

Join us for a virtual networking reception of COGA members at the Academy's Annual Food and Nutrition Conference and Expo™ (FNCE®). Agreements must be finalized annually by August 30.

Note: All sponsors must also be a FNCE® exhibitor. Sponsorship fee is not inclusive of any fee/costs sponsor pays directly to speaker/presenters.

Sponsorship includes:

- Sponsor would be given up to 50 minutes at the reception to present branded content (subject to COGA/Academy approval).
- Recognition of sponsor during Membership Reception at virtual FNCE® with opportunity to distribute approved products to registrants before and/or attendees after the reception (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 fulfil deliverables as listed pertaining to approved product distribution.*
- Sponsor promotional material for the event will include 2 eBlasts (1 dedicated solely to the sponsored event), 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 event.
- Opportunities to display and distribute sponsor educational materials within the virtual room (subject to COGA/Academy approval) during COGA Member Reception.

Student Award for FNCE® attendance \$800

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

Sponsorship includes:

- Sponsor acknowledgement by COGA in all student award promotional communications to members.

Custom sponsorship packages may be built upon request. If interested, please contact us at COGA@eatright.org for coordination.

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.