

# 2023-2024 Annual Sponsorship 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 for Sponsors to reach our members in meaningful ways. **We are happy to personalize opportunities that fit your budget and desired level of participation to meet 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:

Matthew Landry (Past-Chair) [COGA@eatright.org](mailto:COGA@eatright.org)  
or Suzi Baxter (Treasurer) [baxtersuzi957@gmail.com](mailto:baxtersuzi957@gmail.com)

## 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. COGA includes several gender- and age-based focus areas such as:

- Age related (Under 30, 30-50, 50+)
- Career Stage (Early Career, Mid-Career, Seasoned Career, Retired)
- Students
- Men
- LGBTQ+

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.

The COGA MIG has nearly 600 members. Our membership community spans dietetic influencers, decision makers, students/interns, young professionals, men, middle-aged professionals, 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).

**For all annual sponsorship opportunities, the Sponsor's logo is featured for one year on the "[Sponsors](#)" page of the COGA website. Also, Annual Sponsors are acknowledged in COGA's Annual Report which is provided to all COGA members.**

## **ANNUAL SPONSORSHIP PACKAGES (LEVELS)**

### **Benefits of Being an Annual Sponsor for the COGA MIG**

- **Recognition by company name, logo, and sponsorship level**
  - on the COGA MIG website for one year.
  - in the Annual Report which is distributed to all COGA MIG members.
  - in applications and announcements of recipients for item(s) in the package.
  - during each event in the package.
- **Access to a unique group of dietetic practitioners which exists**
  - to foster inclusive connections between nutrition and dietetic professionals and students at different stages of their careers.
  - to promote the exchange of perspectives and learnings across gender, age and lived experience.
- **Exposure**
  - in professional development, networking, and mentorship opportunities for COGA members overall as well as for focus areas.
  - in advocacy efforts by member for inclusivity, diversity, equity, and accessibility of/for the needs and interests of members in the focus areas of COGA
  - in the recruitment and training of diverse new volunteers and leaders who represent/reflect IDEA.

### **All sponsorships require a Letter of Agreement between the Sponsor and the Academy on behalf of the COGA MIG.**

Choose your package (level) to showcase your company with the COGA MIG for the entire year! (Annual Sponsorship Opportunities do not require being an exhibitor at the Food and Nutrition Conference and Expo [FNCE®], the annual meeting of the Academy.)

#### **Silver      \$2,000**

- *Company Name and Logo Recognition on COGA MIG website for one year.*
- *Company Name and Logo Recognition in COGA MIG Annual Report distributed to all COGA MIG members.*
- *One Dedicated Sponsor eBlast: Sponsor provides entire content of the dedicated member eBlast. COGA MIG will include Sponsor logo, company name, and sponsorship level. Content subject to COGA/Academy review and approval. Metrics provided within 2 weeks after eBlast.*

- *Quarter page newsletter advertisement in 2 editions of the COGA digital newsletter:* Each advertisement will include sponsor logo, company name, and sponsorship level. Metrics provided within 2 weeks after newsletter. Content subject to COGA/Academy approval. Newsletters are sent to all members via email. Past editions of the newsletter are electronically archived on the COGA website for member access.

### **Gold      \$5,000**

- All prior level opportunities +
- Choice of one of the following two opportunities:
  - 1) *Virtual Networking Event:* A virtual event for COGA MIG members which includes 10 to 20 minutes of presentation time by the Sponsor. Two dedicated promotional eBlasts (each 250 to 500 words) to support event attendance. Recommend Sponsor provide incentive for one random participant. COGA MIG will recognize Sponsor by company name, logo, and sponsorship level in announcement via eBlast, online Discussion Board, and/or social media to support event attendance.
  - 2) *Virtual Focus Group:* A virtual focus group with 10–15 COGA MIG members. Sponsor conducts focus group on a topic of interest to the sponsor and provides incentive for each attendee for participation. Two dedicated promotional eBlasts (each 250 to 500 words) to support event attendance. COGA MIG will recognize Sponsor by company name, logo, and sponsorship level in announcement via eBlast, online Discussion Board, and/or social media to support event attendance.

### **Platinum   \$10,000**

- All prior level opportunities +
- Choice of one of the following three opportunities:
  - 1) *Educational Material:* Sponsor an unrestricted educational grant for COGA MIG members to develop educational material about men and nutrition/dietetics or about LGBTQ+ and nutrition/dietetics. Sponsor recognized via “Thank You to Annual Sponsor” on presentation materials or event slides, social media in conjunction with webinar or event promotion, and other educational materials as applicable throughout the fiscal year.
  - 2) *ABC Company Award:* Sponsor an award to help COGA MIG members attend FNCE® and/or to recognize COGA MIG members for outstanding service to the COGA MIG or profession. Awardees selected by COGA MIG from applications. COGA MIG will name the award by the Company and recognize Sponsor by company name, logo, and sponsorship level in online application form and announcement of awardees via eBlast, newsletter, online Discussion Board, and/or social media.
  - 3) *Meet and Greet COGA MIG Executive Committee:* Network one-on-one with COGA MIG Executive Committee leaders during an exclusive evening of FNCE® at the Hyatt or Convention Center while in Denver, Colorado on Monday, October 9, 2023 from 7 to 8:30pm.
- Choice of one of the following three opportunities:

- 1) *Seed Grant for a Community Project*: Sponsor a seed grant for a community project concerning men and nutrition/dietetics; LGBTQ+ and nutrition/dietetics; or inclusion, diversity, equity, and access in the profession for a COGA MIG practitioner. Recipient selected by COGA MIG Executive Committee from applications. COGA MIG will recognize Sponsor by company name, logo, and sponsorship level in online application form and announcement of recipient via eBlast, newsletter, online Discussion Board, and/or social media.
- 2) *Pilot Research Grant Award*: Sponsor a pilot study about men and nutrition/dietetics; LGBTQ+ and nutrition/dietetics; or inclusion, diversity, equity, and access in the profession for a COGA MIG graduate level student, intern, or practitioner. Recipient selected by COGA MIG from applications. COGA MIG will recognize Sponsor by company name, logo, and sponsorship level in online application form and announcement of recipient via eBlast, newsletter, online Discussion Board, and/or social media.
- 3) *Research Survey of COGA MIG Members on Topic of Interest to Sponsor*: Sponsor creates survey with up to 15 questions excluding demographics. COGA MIG emails survey to all its members. Includes one dedicated promotional eBlast (250 to 500 words) to support survey participation. Sponsor provides incentive given to one random participant for survey completion. COGA MIG will recognize Sponsor by company name, logo, and sponsorship level in online survey, online Discussion Board, and/or social media to encourage COGA MIG members to complete survey.

#### **ADD-ONS FOR ANY ANNUAL SPONSORSHIP PACKAGE (LEVEL)**

#### **\$1,500 EACH OR \$2,500 FOR BOTH**

- *FNCE® Networking Breakfast Presentation*: Have a five (5) minute presentation during the COGA MIG Networking Breakfast at FNCE® in Denver, Colorado, on Sunday, October 8, 2023 from 7 to 8:30a.m. COGA MIG will recognize Sponsor by company name, logo, and sponsorship level in support materials and event promotions.
- *FNCE® Networking Breakfast Support*: Host a table-top display during the COGA MIG Networking Breakfast at FNCE® in Denver, Colorado, on Sunday, October 8, 2023 from 7 to 8:30am to distribute pre-approved materials and network with COGA MIG members. COGA MIG will recognize Sponsor by company name, logo, and sponsorship level in support materials and event promotions.

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Custom annual sponsorship packages may be built upon request. If interested, please contact us at [COGA@eatright.org](mailto:COGA@eatright.org) or [baxtersuzi957@gmail.com](mailto:baxtersuzi957@gmail.com) for coordination.

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## SINGLE EVENT SPONSORSHIP OPPORTUNITY

### Cook-Along Virtual Event **\$1,500**

- Cook-Along Virtual Event offered for free to COGA MIG members and all Academy members. Sponsor provides speaker(s) and COGA MIG pays speaker honorarium of \$500 (*Sponsorship fee is not inclusive of any additional fee/costs the sponsor pays directly to speaker/presenters*). Proposed speaker must have no conflicts of interest and be approved by COGA/Academy. Speakers must be transparent and disclose conflicts of interest and clearly state their relationship with the sponsor. Sponsor representative may make a 3-5-minute presentation (content subject to COGA MIG/Academy review and approval) prior to the cook-along. Content must be unbiased, research based, and educational in nature. Cook-along event promoted to all COGA MIG members via the website, social media, and two dedicated promotional eBlasts (each 250 to 500 words); your company name and logo will be a part of this promotion. Our cook-along events are also free to all Academy members. The event will be promoted to all Academy members via EatRight Weekly; your company name and logo will be a part of this promotion. COGA MIG will host Cook-Along Virtual Event via its Zoom Account. It is recommended that the Sponsor provide an incentive for one random participant to encourage attendance. If desired, the sponsor will work with COGA to request CPEUs. COGA MIG will provide sponsor information for number of registrants and number of attendees within two weeks after event. Access to event recording will be available on the COGA website for at least three years, leading to additional views.

### 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.