LAHIDAN MIG Sponsorship Prospectus
2018-2019

About LAHIDAN
Latinos and Hispanics in Dietetics and Nutrition (LAHIDAN) is a Member Interest Group of the Academy of Nutrition and Dietetics (The Academy), the premier organization for food and nutrition professionals. LAHIDAN is a provider of culturally appropriate nutrition resources, recipes, research, and education for those who provide nutrition care to the Latino population.

Our Membership
- LAHIDAN is comprised of approximately 400 nutrition and other health professionals along with industry representatives committed to advancing awareness of Latino and Hispanic health issues, promoting cultural competency and advancing nutrition and public practice.
- LAHIDAN members have a variety of interests including culture, cuisine, education, research and practice. We encourage Registered Dietitian Nutritionists (RDNs), Nutrition and Dietetic Technicians, Registered (NDTRs), and industry partners that work with Hispanic and Latino clients to join us.

Our Mission
Empowering members to be the nation’s food and nutrition leaders for Latinos and Hispanics.

Our Vision
Optimizing the health of Latinos and Hispanics through food and nutrition.

LAHIDAN Functions
1. To support and facilitate (when appropriate) the planning, implementation and evaluation of food and nutrition education to Latino communities
2. To promote professional practice, research and educational advancement
3. To promote cultural competency of LAHIDAN
4. To strengthen the influence of the MIG on professional organizations, policy makers, government and other identified entities through coordinated action
5. To highlight the contributions of member dietetic practitioners with significant contributions to the Academy and profession
6. To support leadership development and promote member service utilization
7. To identify, mentor and support promising future Latino/Hispanic dietetic practitioners
8. To maintain a resource directory of LAHIDAN dietetic practitioners and those interested in supporting the MIG

Our Fiscal Year
LAHIDAN 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.
**LAHIDAN Values**
LAHIDAN members are dedicated to serving as the nutrition experts for Latinos and committed to helping its members continue to be the nutrition experts for Latinos through strategic initiatives in:

- **Customer Focus**
  Meet the needs and exceed the expectations of all customers.
- **Integrity**
  Act ethically with accountability for lifelong learning and commitment to excellence.
- **Innovation**
  Embrace expertise through cultural competency, creativity and smart thinking.
- **Social Responsibility**
  Responsibility to Hispanic and Latino welfare.

**Frequently Asked Questions (FAQ)**

**How many people use your website, eatrightLAHIDAN.org?**
Our weekly reach is approximately 50 unique users (300 monthly).

**How many followers do you have on social media?**
- Facebook (@LAHIDAN MIG): 275 followers
- Twitter: (@LAHIDANMIG): 119 followers

**How many attendees generally participate in one of your webinars?**
Our webinars host roughly 60 participants. Because we also record our webinars, others will register for the webinar and listen at a later time.

**How many members view sponsored e-blasts?**
On average, 40% of our members open our e-blasts.

**What are the benefits of sponsoring LAHIDAN?**
Our membership is diverse and unique. Our membership does not simply reach dietitians who are Latino or Hispanic. The Academy’s membership at large works alongside the Latino and Hispanic population to provide culturally competent care. LAHIDAN members strive to stay abreast of current research and peer-reviewed articles to educate those interested in learning more about the cultural intricacies of the Hispanic population. 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, LAHIDAN 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) who serve the Latino and Hispanic community.
Sponsorship Opportunities

We welcome the opportunity to collaborate with sponsors who share similar interests with our members to promote these initiatives. Contact us at LAHIDANEC@gmail.com for more information. All sponsorships will be acknowledged on our website.

Category: Member Communications

1. Adelante LAHIDAN Newsletter
LAHIDAN’s 16+ page peer-reviewed bi-annual electronic & printed publication covers topics important to our members and provides professional development opportunities.

- **Newsletter Insert** $3,000
  - Inclusion of 1 or 2-sided educational, reproducible loose insert, up to 4 pages in length in print newsletter. Insert is furnished and printed by sponsor and shipped to LAHIDAN executive committee. Sponsor logo will be on LAHIDAN home page and will be hyperlinked to sponsor website for length of one year.

- **Full-page Advertisement** $1,500
  - Maximum 2 sponsors per newsletter

- **Half-page Advertisement** $1,000
  - Maximum 2 sponsors per newsletter

All advertisements are furnished by sponsor and subject to LAHIDAN/Academy approval. Newsletter will be mailed as follows:
  - Fall/Winter issue: October
  - Spring/Summer Issue: March

2. E-Blasts   Monthly Electronic Communications
E-blast communications are monthly e-mails sent to all members regarding upcoming professional development opportunities, networking events, important Academy or MIG information, and awards.

- **E-Blast Sponsor**
  - Includes logo, company name, hyperlink, 100-word company advertisement and a statement that the company is a sponsor. Limit to 2 E-blasts per sponsor each fiscal year. Each E-blast is subject to LAHIDAN/Academy approval.
    - One E-blast: $300
    - Two E-blasts: $500

- **Dedicated E-Blast Advertisement**
  - Company provides LAHIDAN entire content for the E-blasts. Limit to 2 E-blasts per sponsor each fiscal year. Each E-blast is subject to LAHIDAN/Academy approval.
    - One Dedicated E-blast: $500
    - Two Dedicated E-blasts: $900
3. Website Promotion    www.eatrightLAHIDAN.com    $1,500
Sponsor listing opportunities are available in the “Sponsorship Information” section of the LAHIDAN website. Sponsor listing includes a sponsor description (up to 100 words, approved by LAHIDAN and the Academy) and a hyperlinked logo which invites LAHIDAN subscribers to view your company’s website for 12 months.

4. Sponsored Recipe    $1,200
Company has the opportunity to sponsor a recipe contest promoting one of their products.

Sponsorship Value:
- Final recipe promoted in 2 E-Blasts, and LAHIDAN member electronic mailing list. Includes logo, company name, hyperlink and a statement that the company is a sponsor.
- Final recipe will be posted on LAHIDAN website under Recipes tab with sponsor name and logo.
- Recipe will be featured in Adelante Newsletter.

5. Cultural Handout Contest    $2,000
Sponsors have the opportunity to sponsor a handout contest. The topic of the handout will be chosen by the sponsor in agreement with LAHIDAN and the Academy, though it must be an area that is culturally sensitive to Latinos and Hispanics. The sponsorship includes a $500 honorarium awarded to the Cultural Handout Winner.

Sponsorship Value:
- Contest promoted in 2 E-Blasts and LAHIDAN member electronic mailing lists. Includes logo, company name, hyperlink and a statement that the company is a sponsor.
- Submissions will be sent to LAHIDAN until contest end date. Winning handout will be selected by LAHIDAN Executive Committee and sponsor representative(s).
- Winning handout will be posted on LAHIDAN website with Sponsor name and logo and announced in Adelante Newsletter.
- Specifics will be defined in the Letter of Agreement

Category: Platicas Latinas (Latin Talks) Webinars

Platicas Latinas are educational webinars aimed at increasing confidence and competency when working with the Latino population through increased cultural awareness and cultural sensitivity in addition to a variety of food and nutrition topics. These webinars offer continuing professional education units (CPEUs). Webinars must be completed and approved at least three months prior to scheduled date.

Sponsorship Value:
- LAHIDAN will disseminate email webinar promotions.
- Sponsor name and logo included in email promotions.
- Sponsor will be allowed up to 5 minutes to present branded content at the conclusion of the webinar, along with up to three slides (subject to LAHIDAN/Academy approval).
• Webinar slides posted on LAHIDAN website for membership year.
• All speakers must sign a Speaker Agreement form.
• LAHIDAN will use its webinar provider and will host the session.
• LAHIDAN will request CPEUs from the Academy.

6. Sponsor Developed CPEU Webinar **$1000**
• LAHIDAN offers sponsors the opportunity to develop a 45-60 minute, online educational webinar on a topic of mutual interest to the sponsor and LAHIDAN.
• Must be unbiased, research based, and educational in nature.
• Proposed speaker must have no conflicts of interest and be approved by LAHIDAN and the Academy.
• Sponsor will use its webinar provider and will host the session.
• The sponsor will work directly with Academy’s Lifelong Learning to request CPEUs for the webinar.

7. LAHIDAN Developed CPEU Webinar **$2000**
• Same as Sponsor Developed Webinar but LAHIDAN offers the opportunity to develop the webinar on an evidence-based topic agreed between LAHIDAN and sponsor.
• Sponsor is allowed three slides at the end of the presentation to share more information about their company/organization (review/approval by LAHIDAN/Academy).
• LAHIDAN will select speakers, use its webinar provider and will host the session.
• LAHIDAN will request CPEUs from the Academy.

**Category: Networking Events**

Join us for a networking reception of LAHIDAN members during the Academy’s Annual Food & Nutrition Conference & Expo™ (FNCE®) located in Philadelphia for October 2019. Includes all items listed below in “sponsorship value.” Agreements must be finalized by August 30, 2019. **Note: All sponsors must also be a FNCE® exhibitor.**

8a. LAHIDAN Member Reception at FNCE® **$3,000**
Includes all of the benefits below in “Sponsorship Value” except section 2.

8b. LAHIDAN Member Reception at FNCE® **$6,000**
Includes all the benefits in “Sponsorship Value.”

**Sponsorship Value:**
1. Recognition of sponsor during Membership Reception at FNCE® with opportunity to distribute approved products within the room (limited space available).
2. Sponsor promotional material for the event will include 1 E-blast, company logo on the LAHIDAN’s website and 1 full page ad in the Fall issue of Adelante leading up to FNCE®.
3. Sponsor will be recognized during the promotion of the event.
4. Opportunities to display and distribute sponsor educational materials within the room (subject to LAHIDAN/Academy approval) during LAHIDAN Member Reception.
5. Invitation for 1-2 sponsor representatives to network with LAHIDAN members during the event.
6. Sponsor would be given up to 5 minutes at the reception to present branded content (subject to LAHIDAN/Academy approval).

**Category: LAHIDAN Member Awards**

**Sponsorship Value:**
- Sponsors of awards are acknowledged at the LAHIDAN Member Reception and in the FNCE® app available to all FNCE® attendees.
- Recognition in Member Spotlight Section of *Adelante*, in an article written about the award recipient.

9. **Trinko Award** $800
The purpose of the LAHIDAN Trinko Service Award is to formally recognize a LAHIDAN member who has demonstrated outstanding leadership and service. The awardee receives $800.00 and a plaque.

10. **FNCE® Student Award** $800
This award is to help a student member pursuing an undergraduate, Master’s, or Doctoral degree attend FNCE®. Each awardee receives $800.00.

**Category: Sponsorship Packages**

Custom sponsorship packages may be built upon request. If interested, please contact the Sponsorship Chair at LAHIDANEC@gmail.com for coordination.