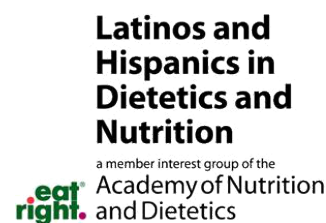


LAHIDAN MIG Sponsorship Prospectus 2022-2023



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 500 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 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 LAHIDAN 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 member resource directory of LAHIDAN dietetic practitioners interested in supporting the vision of LAHIDAN.

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?

On average, over 1,200 unique users visit our website each month.

How many followers do you have on social media?

Facebook (@LAHIDAN MIG): 741 followers

Twitter: (@LAHIDANMIG): 214 followers

Instagram: (@LAHIDAN): 1,241 followers

LinkedIn: (LAHIDAN 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 60% 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 LAHIDAN@eatright.org for more information.** All sponsorships will be acknowledged on our website.

Member Communications

***Adelante* LAHIDAN Newsletter**

LAHIDAN's monthly digital publication covers topics important to our members and provides professional development opportunities. All advertisements are furnished by Sponsor and subject to LAHIDAN/Academy approval. Past editions of the newsletters are archived online on the LAHIDAN website for member access. Maximum 2 sponsors per newsletter.

- **Full-page Digital Advertisement** **\$750**
- **Half-page Digital Advertisement** **\$500**
- **Single Slot Digital Advertisement** **\$300**

***Seguimos* 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 Advertisement

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

- One E-blast: **\$300**
- Two E-blasts: **\$500**

Dedicated E-Blast Advertisement

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

- One Dedicated E-blast: **\$600**
- Two Dedicated E-blasts: **\$1000**

Website Promotion www.eatrightLAHIDAN.org **\$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, subject to LAHIDAN/Academy approval) and a hyperlinked logo which invites LAHIDAN subscribers to view your company's website for 12 months.

Cultural Recipe Contest \$1,500

Sponsor has the opportunity to feature one of their products by sponsoring a recipe contest for LAHIDAN members.

- The topic of the recipe will be chosen by the Sponsor in agreement with LAHIDAN/Academy. It must be an area that is culturally sensitive to Latinos and Hispanics. The sponsorship includes a \$400 honorarium awarded to the Cultural Recipe Winner.
- Recipe contest promotion including Sponsor's name/logo will be promoted in 2 member E-blasts and on the LAHIDAN Member Discussion Board.
- Winning recipe will be selected by LAHIDAN Executive Committee and Sponsor representative(s).
- Final recipe will be posted on LAHIDAN website under Recipes tab with Sponsor name/logo and will be featured in the *Adelante* Newsletter.
- Sponsor will be acknowledged in LAHIDAN's Annual Report.

Cultural Digital Handout Contest \$2,000

Sponsor has the opportunity to sponsor a cultural digital handout contest for LAHIDAN members.

- The topic of the handout will be chosen by the Sponsor in agreement with LAHIDAN/Academy. It must be an area that is culturally sensitive to Latinos and Hispanics. The sponsorship includes a \$500 honorarium awarded to the Cultural Digital Handout Winner.
- Handout contest including Sponsor's name/logo will be promoted in 2 member E-blasts and on the LAHIDAN Member Discussion Board.
- Winning handout will be selected by LAHIDAN Executive Committee and Sponsor representative(s).
- Winning handout will be posted on LAHIDAN website with Sponsor name/logo and announced in *Adelante* Newsletter.
- Sponsor will be acknowledged in LAHIDAN's Annual Report.

Webinars

LAHIDAN webinars aim 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). 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.

Sponsor Developed CPEU Webinar – Your Topic \$2,000

- LAHIDAN offers Sponsor the opportunity to develop a 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.
- Sponsor will select Speaker and provide honorarium/any additional costs directly to Speaker.

- Speaker must have no conflicts of interest and be approved by LAHIDAN/Academy.
- Sponsor will work with LAHIDAN to request CPEU approval from the Academy's Center for Lifelong Learning.
- Webinar recording will be posted on the LAHIDAN 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 name/logo will be included in webinar promotions to members.
- Sponsor name/logo will be included in webinar presentation.
- Sponsor may make a 3-5 minute presentation at the beginning or end of the webinar (content subject to LAHIDAN/Academy approval).
- Sponsor name/logo will be featured on the LAHIDAN website for 1 year.
- Sponsor will be acknowledged in LAHIDAN's Annual Report.

LAHIDAN Developed CPEU Webinar – General Sponsorship \$1,000

- LAHIDAN 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 LAHIDAN and the Sponsor.
- LAHIDAN will select Speaker and provide honorarium/any additional costs directly to Speaker.
- Speaker must have no conflicts of interest and be approved by LAHIDAN/Academy.
- LAHIDAN will request CPEU approval from the Academy's Center for Lifelong Learning.
- Webinar recording will be posted on the LAHIDAN 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 name/logo will be included in webinar promotions to members.
- Sponsor name/logo will be included in webinar presentation along with sponsor recognition by moderator at the start and end of the webinar.
- Sponsor name/logo will be featured on the LAHIDAN website for 1 year.
- Sponsor will be acknowledged in LAHIDAN's Annual Report.

Networking Events

Join us for a networking reception of LAHIDAN members during the Academy's Annual Food & Nutrition Conference & Expo™ (FNCE®) located in Denver, CO in October 2023. 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. Agreements must be finalized by August 30, 2023. *Note: All sponsors must also be a FNCE® exhibitor.*

In the event that FNCE® is hosted as a virtual event, LAHIDAN will adjust the LAHIDAN events to a virtual platform. Sponsorship deliverables may be adjusted for a virtual format.

LAHIDAN Member Reception at FNCE® \$6,000

Includes all the benefits listed below:

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

LAHIDAN Virtual Networking Events

Join us during a virtual networking event of LAHIDAN members. These are hosted throughout the year to connect LAHIDAN members around the country. Includes all the benefits listed below:

- Sponsor will be recognized during the promotion of the event.
 - Sponsor would be given up to 5 minutes at the event to present branded content (subject to LAHIDAN/Academy approval).
 - Invitation for 1-2 sponsor representatives to network with LAHIDAN members during the event.
 - Sponsor will be acknowledged in LAHIDAN's Annual Report.
-
- One Networking Event **\$300**
 - Two Networking Events **\$500**
 - Three Networking Events **\$700**
 - Four Networking Events **\$1,000**

LAHIDAN Member Awards

Sponsors of awards are acknowledged at the LAHIDAN Member Reception held in person or virtually during FNCE® and in all promotions of the award application announcements and winner announcements. Sponsors will also be recognized in the Member Spotlight Section of *Adelante*, in an article written about the award recipient and in LAHIDAN's Annual Report.

Trinko Service Award \$400

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 \$300.00 and a glass award.

FNCE® Student Scholarship \$800

This award is to help a LAHIDAN student member pursuing an undergraduate, Master's, or Doctoral degree attend FNCE®. Each awardee receives \$800.00.

Custom Sponsorship Packages

Custom sponsorship packages may be built upon request. If interested, please contact the Chair-Elect at LAHIDAN@eatright.org for coordination.

Sponsorship & Advertising Guidelines

LAHIDAN 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.

LAHIDAN Sponsors are limited to those who promote products and services that support the advancement of the food, nutrition and culinary profession. LAHIDAN 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 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.
- LAHIDAN 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 LAHIDAN member needs and the Academy's positions, policies and philosophies. LAHIDAN/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 LAHIDAN/Academy approval.