

Sponsorship Prospectus August 2020 – May 2021

Reach an Influential Group of Registered Dietitian Nutritionists (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTRs) leading work in post-acute and long-term care, private practice, industry, corrections, and transitional care.

DHCC's almost 2,400-member strong group of Registered Dietitian Nutritionists and Dietetic Technicians, Registered, are decision makers and key influencers. Practice areas include:

- C – Suite Executives
- Corporate and National Directors
- Local and Regional Consultants
- In -House Dietitian Nutritionists and Food Service Directors
- Acute, Post-Acute, Long Term Health Care
- Home Care and Hospice
- Corrections and Community Programs

DHCC sponsorship opportunities include

- *Hosting and/or participating in special events highlighting your products, messaging, and services*
- *Branded advertising in our Connections newsletter*
- *Lectures, seminars, webinars, and experiential learning activities centered on food, nutrition and member interest*
- *DHCC Executive Committee focus group and/or presentation*

All opportunities include:

- Deliverable metrics provided to sponsor
- Opportunity to connect directly with the audience
- Logo and content placement on our website
- Recognition in the DHCC annual report
- Optional opportunity to build your subscriber/mail list

For more information, please contact DHCC:

Sponsorship/Business Development Chair:

Anna de Jesus, MBA, RD

annad@nutritionalliance.com

DHCC Executive Director:

Barbara J. Pyper, MS, RDN, SNS, FAND

dhcc@quidnunc.net

Member Communications and Advertising Opportunities

Sponsored e-blast message-All DHCC members: Sponsors may send an all member (stand-alone) e-blast message through DHCC (up to 500 words, 3 hyperlinks and 3 graphics), subject to DHCC/Academy review. Metrics available two weeks post eblast launch.

Sponsorship Fee: \$ 2,000

Sponsored E-updates

Monthly e-update to all DHCC members. Sponsorship of the e-update includes up to 2 graphics, 2 hyperlinks links and 150 words.

Sponsorship Fee: \$500 for one e-update; \$1,350 for 3 e-updates



CONNECTIONS NEWSLETTER



Connections our quarterly newsletter and reaches our entire membership with timely articles on the practice of dietetics in health care communities. Circulation of our newsletters reach almost 3,000 members.

Advertising Opportunities

We offer full, half or quarter page ads or inserts– either color or black-and-white reproducible materials with educational messaging. Advertiser is responsible for developing content and design of the electronic insert (subject to DHCC and Academy approval). The insert is also posted in the members section of our website. Inserts must be reviewed and approved by DHCC and the Academy at least one month prior to the mail or publication date.

Advertising costs:

Full page, electronic - \$ 1,000

Half page, electronic - \$ 500

One fourth page, electronic - \$ 250

DHCC welcomes a “bundled” package of advertising at a 10% discount.

Member Communications and Advertising Opportunities (continued)

Sponsored Member Product Mailing

DHCC welcomes the opportunity to send product samples and/or information to all or geographic groups, subject to DHCC/Academy review. Product samples and up to three handouts are sent in bulk to the DHCC office for mailing. You can include information on providing product feedback or requesting additional samples (this includes a post-mailing email and survey, subject to review). Ideal for new product launches to get your brand in front of influential Registered Dietitian Nutritionists who are decision-makers in food service.

- **Sponsorship Fee:** To be determined, based on weight and size of materials to be mailed and number of recipients.
Estimated sponsor cost is \$25 –\$50 per recipient.

Sponsored Focus Group/Advertorial Virtual Session

Interested in presenting your product/service information to DHCC DPG members? Consider these new opportunities!



Executive Committee Virtual Focus Group

- 30 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact with key influential leaders and decision makers in the food and nutrition management arenas
- Interactive discussion and conversation during the session
- Opportunity to send a follow-up survey to participants (up to 7 pre-approved questions)

Sponsorship Fee: \$750

DHCC DPG Member Virtual Presentation

- 30 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Present to DHCC DPG members invited to participate (up to 100)
- Interactive discussion (via Q and A and/or polling) during the session
- Opportunity to send a follow-up survey to participants (up to 7 pre-approved questions)

Sponsorship Fee: \$1,000

Member Professional Development Opportunities

DHCC offers two different ways to support our one-hour, on-line educational webinars.



Option 1: Provide general support to a DHCC-planned webinar.

- Sponsor name included in email promotions
 - Sponsor name and logo included in the online education section on website
 - Notes/slides posted in the Members Only section of our website
 - One additional handout, provided by the sponsor (subject to review/approval by DHCC/Academy)
- Recorded education event posted in the Members Only section of our website and available for CPEU for 3 years
 - Sponsor recognized during the educational event by host
 - Up to two (2) custom questions in the webinar evaluation (Note that results can be used only internally by the company)

Sponsorship Fee: \$1,000.00

Option 2: Provides an opportunity for sponsors to work with DHCC regarding educational content and speaker selection while DHCC fully manages the logistics.

Sponsor benefits include:

- Sponsor name included in email promotions
- Sponsor name and logo included in the online education section on website
- Sponsor name in the education event listing
- Notes/slides posted in the Members Only section of our website
- One additional handout, provided by the sponsor (subject to review/approval by DHCC/Academy)
- Recorded education event posted in the Members Only section of our website and available for CPEU for 3 years
- Sponsor recognized during the educational event by host
- Logo and speaker recognition at the start of the webinar
- Up to three (3) custom questions in the webinar evaluation (Note that results can be used only internally by the company)

Sponsorship Fee: \$2,500, plus speaker fee

Sponsorship opportunities

Annual DHCC Leadership Meeting: Held at a predetermined DHCC chosen location, the DHCC Executive Committee meets 2 days for a business meeting, tentatively scheduled for June 2021. Note that this meeting may be in-person or may be virtual.

Executive Committee Meeting Presentation

- Twenty-minute focus Group with approximately 10 Executive Committee members (open discussion or questionnaire, results for company internal use only)
- Twenty-minute presentation to showcase/present product (food sample/beverages) and discuss your company, service and products in an informal atmosphere
- Only 2 available opportunities

Sponsorship Fee: \$ 1000

Sponsorship Guidelines

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

DHCC sponsors are limited to those who promote products and services that support the advancement of the food, nutrition and culinary profession. DHCC 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:
A world where all people thrive through the transformative power of food and nutrition.
- 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.
- The Academy maintains final editorial control and approval of all content in programs/materials bearing the Academy name or logo.
- There is clear separation of Academy messages and content from brand information or promotion.

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

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 Academy/DHCC approval.

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