

## **ONCOLOGY NUTRITION DIETETIC PRACTICE GROUP SPONSORSHIP OPPORTUNITIES – 2021-2022**

The Oncology Nutrition Dietetic Practice Group (ON DPG) of the Academy of Nutrition and Dietetics (Academy) is the premier organization of oncology-focused nutrition professionals in the United States. Our mission is to provide direction and leadership for quality oncology nutrition practice through education and research. We are a group of over 2300 members serving adult and pediatric cancer patients, and cover research, prevention, treatment, recovery, palliative care, and hospice.

There are many ways you can support the ON DPG's activities while providing your company with a tremendous opportunity to increase its visibility and gain access to over 2300 Registered Dietitians Nutritionists (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTR) who specialize in oncology nutrition. Sponsorship may be customized to support your company's marketing objectives. All materials are subject to approval by the Academy of Nutrition and Dietetics and must comply with the ON DPG Guiding Principles.

**ON DPG Website Advertisement:** - The Website reaches **40,000 individual users and 80,000-page views per month** <http://oncologynutrition.org>.

The Website has both a public and member side offering articles of interest, nutrition tips, and nutrition and cancer information and resources.

Advertisement on Every Page view includes a hyperlinked logo (approved by the ON DPG/Academy), to invite ON DPG members to link through to your company's website for more information, coupons or samples of your products. Excludes front page and Sponsor Page.

- 3 months \$5,000
- 6 months \$8,000
- 9 months \$10,500
- 12 months \$12,000

Advertisement on the Front Page includes a sponsor description (up to 25 words, approved the ON DPG/Academy) and a hyperlinked logo, to invite ON DPG members to link through to your company's website for more information, coupons or samples of your products.

- 6 months \$5,000
- 12 months \$8,000

Advertisement on the Sponsor Page includes a sponsor description (up to 100 words, approved by ON DPG/Academy) and a hyperlinked logo, to invite ON DPG members to link through to your company's website for more information, coupons, or samples of your products.

- 6 months \$2,000
- 12 months \$3,000

**Advertisement in the *Oncology Nutrition Connection*: - A quarterly peer-reviewed electronic newsletter:** Each issue highlights a specific area of practice. It is sent to all members via e-mail and is available to other professionals through the CINAHL medical index. Articles written by sponsors and published in *Oncology Nutrition Connection* will be identified as advertisements.

- 1-page advertisement\_\_\_\_\_ \$1,500 per issue
- ½ page advertisement\_\_\_\_\_ \$1,000 per issue
- ¼ page advertisement\_\_\_\_\_ \$500 per issue

**E-Blasts:** - E-Blast messages are sent to all ON DPG members twice monthly to inform them of breaking news, upcoming events, and educational opportunities. Message is placed at the bottom of the member E-blast. Sponsors may provide a brief description of their event or news about their product and include a “Sponsored by” logo and hyperlink to their website. Metrics are available to measure response. Special pricing may be available for educational events.

- \$750 for 1
- \$1000 for 2 (if same message is used)
- \$1250 for 3 (if same message is used)

**Educational activities:**

- Webinar – general sponsorship of a national webinar for ONDPG member CEUs \_  
\_\_\_\_\_ \$3,000
- Member education grant to be used for conference attendance \_\_\_\_\_  
\_\_\_\_\_ \$3,500
- Development of patient education materials, with the assistance of ONDPG expertise  
\_\_\_\_\_ \$1,000
- Sponsorship of ON DPG awards (research, practice, service, or poster) \_\_\_\_\_  
\_\_\_\_\_ \$1,000

**Executive Committee Meetings:** Sponsorship of Fall or Spring two-day intensive planning meetings provides access to ON DPG executive leaders and allows the opportunity to network and interact with the group. The Fall meeting is held in conjunction with the Academy’s Food & Nutrition Conference & Expo™ (FNCE®). Any events sponsored at the Food & Nutrition Conference & Expo™ (FNCE®) require the sponsor to be an exhibitor on the FNCE® Expo floor.

• Meal	• Sponsorship Amount	• Sponsor Speaker Time
• Breakfast	• \$500	• Welcome 5 minutes
• Lunch	• \$1000	• Speaker 10 minutes
• Dinner	• \$2,000	• Speaker 15 minutes
• Focus Group	• \$5,000	• Moderated Group Interaction 90 minutes

**Premier Events: Please request event sponsorship information**

- FNCE ON-DPG member event, each Fall.
- The Bi-ennial Oncology Nutrition Symposium which offers 18+ CEUs over 2 ½ days and attracts >400 practicing oncology dietitians. Join us in the sponsorship gallery to meet and greet oncology dietitians, and sample your oncology - related products, the next Symposium is scheduled for Spring, 2022 in Rosemont, IL.

**The Oncology Nutrition Dietetic Practice Group (ONDPG) of the Academy of Nutrition and Dietetics, adheres to the Guiding Principles of the Academy's Corporate Sponsorship Program**

**Principles in its relationships with sponsors.** <https://www.eatrightpro.org/about-us/advertising-and-sponsorship/about-sponsorship/academy-guidelines-for-corporate-sponsors>

**In addition, the ONDPG adheres to the following:**

1. All sponsorships are reviewed and approved by the Academy of Nutrition. A summary of ON sponsors can be found in the annual report on the website [www.oncologynutrition.org](http://www.oncologynutrition.org).
2. ONDPG sponsorships are limited to those that promote products and services related to oncology nutrition.
3. All sponsor materials, presentations and information and claims are to be referenced, and are subject to review.
4. Novel products, therapies, and treatments are to be clearly identified as investigational.
5. The ONDPG maintains editorial control and final approval of all sponsored materials and sponsored programs. Revisions and clarifications may be required prior to acceptance. Each promotion may be limited to word count, size of picture, etc.
6. The ONDPG does not endorse any company, brand or company products. The ONDPG programs, leadership, decisions, policies and positions are not influenced by sponsorship.