



Sponsorship & Advertising Prospectus

2020-2021

Thank you for your interest in the Global Member Interest Group (GMIG) of the Academy of Nutrition and Dietetics (Academy). We have several unique and exciting opportunities to reach members in meaningful ways. Opportunities can also be customized for a level of participation that meets your communication goals and objectives.

Visit our website at <https://gmig.eatrightpro.org/home> to learn more about us. For any questions regarding our sponsorship opportunities, please contact: GMIG@eatright.org.

About the Global Member Interest Group

GMIG is a community of dietetics and nutrition professionals who focus on improving the nutritional status in regions experiencing high burdens of malnutrition and/or nutritional crises due to poverty, conflict or natural disasters. Through the sharing of evidence-based information, resources, and ideas, members support improved nutritional outcomes in some of the most vulnerable and under resourced communities around the world in developing regions whose nutritional status is still highly intertwined with issues of poverty, sanitation, unclean water, agriculture, literacy, cultural norms and whose financial and professional resources are limited.

Our unique and diverse profile of members work in a variety of healthcare and wellness settings such as: government agencies, community nutrition programs, consulting and private practice, university and corporate settings, as well as hospitals, assisted living and long-term care facilities.

GMIG has more than 250 members and includes Registered Dietitian Nutritionists (RDNs), Nutrition and Dietetics Technicians, Registered (NDTRs), Nutrition Academics (Masters, PhDs), Dietetic Students/Interns and other nutrition professionals. Members come together to share resources, trends in global health and nutrition, and ways to get involved.

In the following document we have suggested a number of sponsorship and advertising options, but if you or your group would like to customize your sponsorship, please reach out to us at GMIG@eatright.org and we will happily work with you to fit your needs and ours. Thank you for considering GMIG as an important group to support!

Sponsorship Opportunities

Educational Webinars*

Collaborate with GMIG regarding content and speaker (subject to GMIG/Academy review and approval). This is a great way to showcase new research or educational opportunities that are targeted for GMIG members. Webinar content and learning objectives need to be submitted 6 - 8 weeks prior to webinar date for Continuing Education review and approval process.

- Webinars are promoted to all members via e-blast and website announcement. GMIG uses its social media channels to extend its promotional reach to members and non-members.
- Sponsor name and logo will be included in the promotion.
- Sponsor name and logo will be recognized at the start and end of the webinar presentation.
- Webinar recording will be posted on the GMIG website for at least three years and is eligible for CPEU (Continuing Professional Education Units), leading to additional views.
- Sponsor name and logo will be included on the Sponsorship webpage on the GMIG website for one year.
- Sponsor name and logo will be included in the GMIG Annual Report (required report provided to membership).

Sponsorship Fee: \$1,500 (plus any fees/costs the sponsor directly pays to the speaker)

Educational Webinar – General Sponsorship*

Support GMIG regularly scheduled educational webinars with your general sponsorship.

- GMIG webinars are promoted to all members and non-members via the website, e-blast and social media.
- Sponsor name and logo will be included in the promotion.
- Sponsor name and logo will be recognized at the start and end of the webinar presentation.
- Webinar recording will be posted on the GMIG website for at least three years and is eligible for CPEU, leading to additional views.
- Sponsor name and logo will be included on the Sponsorship webpage on the GMIG website for one year.
- Sponsor name and logo will be included in the GMIG Annual Report (required report provided to membership).

Sponsorship Fee: \$1,000

Mini-Grant Sponsor

The purpose of our GMIG Mini-Grants is to enable and encourage our members to have a presence in the international nutrition arena to represent both the dietetic profession and the mission of GMIG. Support a GMIG member's attendance at a globally-focused nutrition conference that offers reciprocal sharing of resources and stimulates collaboration globally.

- Sponsor name and logo will be included in the Mini-Grant promotions to members via the website, e-blast and social media.
- Sponsor name and logo will appear on promotional materials taken to conference by mini grant recipient.
- Sponsor name and logo will be included in the grant recipient's follow-up reporting article in the GMIG newsletter and/or an Academy publication.
- Sponsor name and logo will be included on the Sponsorship webpage on the GMIG website for one year.
- Sponsor name and logo will be included in the GMIG Annual Report (required report provided to membership).

Sponsorship Fee: \$750

***Note:** Educational content (including slides) will be thoroughly vetted by the Academy/GMIG. The Academy maintains full control over the planning, content and implementation of all educational programs. The Academy prohibits presentations that have as their purpose or effect promotion and/or advertising. Presentations designed primarily as describing commercially marketed programs, publications or products will not be accepted or tolerated. To this end, sponsors are prohibited from engaging in scripting or targeting commercial or promotional points for specific emphasis, or other actions designed to infuse the overall content of the program with commercial or promotional messages. Statements made should not be viewed as, or considered representative of, any formal position taken on any product, subject, or issue by the Academy.

Service Project Sponsor

Sponsor a GMIG member in a service mission to a low to middle resource country. Enable one of our members to participate in a nutrition related project to which they will contribute, as volunteers, teaching, advisory or other professional services as they collaborate with a credible aid organization. This grant is designed to enable members to gain experience in the global nutrition arena.

- Sponsor name and logo will be included in the Service Project promotions to members via the website, e-blast and social media.
- Sponsor name and logo will be included in the grant recipient's follow-up reporting article in the GMIG newsletter and/or an Academy publication.
- Sponsor name and logo will be included on the Sponsorship webpage on the GMIG website for one year.
- Sponsor name and logo will be included in the GMIG Annual Report (required report provided to membership).

Sponsorship Fee: \$1,000

Advertising Opportunities

Member Eblast

GMIG sends regularly scheduled monthly e-updates to all GMIG members.

- Sponsorship of the e-blast includes up to 2 graphics, 3 hyperlinks and 150 words. Subject to GMIG/Academy review and approval.
- Sponsor name and logo will be included on the Sponsorship webpage on the GMIG website for one year.
- Sponsor name and logo will be included in the GMIG Annual Report (required report provided to membership).

Sponsorship Fee: \$500 for one e-blast; \$850 for two e-blasts

Sponsored Member E-blast

Stand-alone, dedicated e-blast to all GMIG members.

- Sponsorship of the e-blast includes up to 750 words plus 3 graphics and 4 hyperlinks. Content will be inserted into GMIG e-blast template. Subject to GMIG/Academy review and approval.
- Sponsor name and logo will be included on the Sponsorship webpage on the GMIG website for one year.
- Sponsor name and logo will be included in the GMIG Annual Report (required report provided to membership).

Sponsorship Fee: \$1,000 for one e-blast

Meeting Sponsorship

GMIG hosts a **Spring Leadership Meeting** for the purpose of strategic planning and community building. This meeting may be virtual or in-person or a combination, depending upon Executive Committee decision. **Regional GMIG member meetings** will gather members in the area virtually or in-person to network and share resources and educational opportunities.

- Sponsor will have the opportunity to provide an informational presentation (15 minutes) and showcase/present product/service. Subject to GMIG/Academy approval. (Sponsor is responsible for any fees for shipping or storage of their products to venue or members.)
- Sponsor name and logo will be included in the meeting promotions via website, e-blast and social media.
- Sponsor name and logo will be included on the Sponsorship webpage on the GMIG website for one year.
- Sponsor name and logo will be included in the GMIG Annual Report (required report provided to membership).

Sponsorship Fee: \$2,400

FNCE® (Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo™) Sponsorship Opportunities

One of the largest food and nutrition conferences in the country, FNCE® attracts a wide audience of food and nutrition professionals. Attendees look for the latest information by selecting from over 100 educational sessions and an expo/exhibit that features hundreds of companies. Participation as a FNCE® sponsor is limited to Academy FNCE® exhibitors. FNCE® 2020 is planned for October 17-20 in Indianapolis, Indiana. FNCE® 2021 is scheduled for Oct 16-19 in New Orleans, Louisiana.

GMIG Networking Event

GMIG will host an evening open house for current and potential members. Sponsor will have the opportunity to interact with key influential leaders and decision makers in the nutrition community.

- Sponsor will have the opportunity to provide an informational presentation (15 minutes) and showcase/present product via food/beverage samples/handouts/nutrition aids within the reception room. Subject to GMIG/Academy approval. (Sponsor is responsible for any corkage fees to the venue and shipping/storage costs of products.)
- Sponsor name and logo will be included in the meeting promotions via website, e-blast and social media.
- Sponsor name and logo will be included on the Sponsorship webpage on the GMIG website for one year.
- Sponsor name and logo will be included in the GMIG Annual Report (required report provided to membership).

Sponsorship Fee: \$2,400

GMIG Leadership Team Meeting

GMIG will host an annual meeting for its leadership to discuss current and future plans and projects. Sponsor will have the opportunity to interact with key influential leaders and decision makers in the nutrition community.

(Approximately 25 people)

- Sponsor will have the opportunity to provide an informational presentation (10 minutes) and showcase/present product/service. Subject to GMIG/Academy approval. (Sponsor is responsible for any shipping/storage costs of products.)
- Sponsor name and logo will be included in the meeting promotions via website, e-blast and social media.
- Sponsor name and logo will be included on the Sponsorship webpage on the GMIG website for one year.
- Sponsor name and logo will be included in the GMIG Annual Report (required report provided to membership).

Sponsorship Fee: \$1,200

GMIG Leadership Team Dinner

GMIG will host an annual dinner for its leadership. Sponsor will have the opportunity to interact with key influential leaders and decision makers in the nutrition community. (Approximately 25 people)

- Sponsor will have the opportunity to provide an informational presentation (10 minutes) and showcase/present product/service. Subject to GMIG/Academy approval. (Sponsor is responsible for any corkage fees to the venue and shipping/storage costs of products.)
- Sponsor name and logo will be included in the meeting promotions via website, e-blast and social media.
- Sponsor name and logo will be included on the Sponsorship webpage on the GMIG website for one year.
- Sponsor name and logo will be included in the GMIG Annual Report (required report provided to membership).

Sponsorship Fee: \$1,200

***Note:** Final participation terms and conditions are subject to review by the Academy of Nutrition and Dietetics. Participation as a FNCE® sponsor is limited to Academy FNCE® exhibitors. **2020 FNCE® sponsorship agreements must be finalized by August 31, 2020.**

Sponsorship & Advertising Guidelines

All sponsorships must meet the goals of and be consistent with approved programs and projects of GMIG and the Academy. Sponsorships require a Letter of Agreement between the sponsor and the Academy of Nutrition and Dietetics on behalf of GMIG. All programs and projects are subject to approval of GMIG and the Academy.

GMIG sponsors are limited to those who promote products and services that support the advancement of the food, nutrition and culinary profession and are respectful of human rights, the environment, and the cultural and economic conditions characteristic of low and middle resource countries. GMIG is also 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.
- GMIG 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 GMIG member needs and the Academy's positions, policies and philosophies. GMIG/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 GMIG/Academy approval.