Sponsorship
Prospectus
2021
The Vegetarian Dietetic Practice Group (VN DPG) is a Dietetic Practice Group of the Academy of Nutrition and Dietetics (The Academy), the premier organization for food and nutrition professionals, and the only group recognized as experts in plant-based nutrition. Our members are a diverse group of over 1,600 Registered Dietitian Nutritionist (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTRs) who share a common interest in evidence-based plant-based nutrition. We work in a wide variety of settings including hospitals, universities, industry, long-term care, school, outpatient health centers, and private practice.
MISSION The mission of the Vegetarian Nutrition Dietetics Practice Group (VN DPG) of the Academy of Nutrition and Dietetics is to empower members to be the leading authority on evidence-based plant-based nutrition for health professionals and the public.

VISION The vision of the Vegetarian Nutrition Dietetics Practice Group (VN DPG) is to foster planetary health and well-being as the leading source for education and resources on plant-based nutrition. We are committed to an equitable and sustainable future achieved through influential policy, research, diversity, equity, and inclusion.
As a sponsor of the VN DPG, your company will obtain a strategic advantage by:

- Gain visibility with experts in plant-based nutrition
- Strengthen your image with thought-leaders who specialize in plant-based and vegetarian nutrition, research, counseling, teaching, and advocacy
- Access this target market through the following member benefit areas:
  - Vegetarian Nutrition Update – our quarterly newsletter
  - Vegetarian Nutrition Website (https://www.vndpg.org/home) - with pages dedicated to members and consumers
  - Webinars
  - Electronic mailings to members
  - Continuing education programs
  - Strategic networking events at national and local meetings, where opportunities exist for showcasing products, speakers, and educational materials
- Spotlight your vegetarian nutrition related products and services
- Receiving acknowledgment in the Vegetarian Nutrition Update member newsletter and the VN DPG Annual Report
SPONSORSHIP OPPORTUNITIES

Food & Nutrition Conference & Expo™ (FNCE®) Opportunities

Member Networking Event
This event is held during the Academy’s Food & Nutrition Conference & Expo™ (FNCE®). Event sponsors have the opportunity to showcase their company and products, network with the attendees, provide product samples, literature, and giveaways for the event, in addition to facetime with VN DPG members leading up to FNCE®.

NOTE: All FNCE® event sponsors must be FNCE® exhibitors.

In addition to the specific level sponsorship benefits all sponsors will receive:

- Electronic mailings publicizing the event at FNCE® Company name and logo on invitations sent to VN DPG members who have registered to attend FNCE®
- Recognition on signage in the FNCE® event room Opportunity for sponsors to provide educational materials and/or products to attendees, approved by VN DPG and the Academy

Level 1: $8,000
- Maximum of one sponsor - Exclusive Opportunity 15 minutes of speaking time for a brief presentation from a company representative Recognition from the podium during the event
- Acknowledgment on VN DPG website for one year after event Acknowledgment in the Vegetarian Nutrition Update newsletter and annual report

Level 2: $3,500
- Maximum of two sponsors
- Recognition from the podium during the event with 10 minutes of speaking time for a brief presentation from a company representative
- Acknowledgment on VN DPG website for six months after event
- Acknowledgment in the Vegetarian Nutrition Update newsletter and annual report

Level 3: $2,000
- Maximum of three sponsors
- Recognition from the podium during the event with 5 minutes speaking time for a brief presentation from a company representative
- Acknowledgment on VN DPG website for three months after event
- Acknowledgment in the Vegetarian Nutrition Update newsletter and annual report
Executive Committee Strategic Planning Meeting - $1,500

Sponsorship of the Fall executive committee planning meeting provides your company access to VN DPG leaders where you will have the opportunity to network and present your message. The fall meeting is held in conjunction with FNCE®.

- Sponsorship interaction with VN DPG leadership 10 minutes to speak
- Dissemination of literature
- Signage in the room
- Sponsorship of lunch choices or product samples
- One complimentary ticket to our networking event
- 1/4 page ad in the Vegetarian Nutrition Update newsletter
- One ad in a monthly e-blast
- Your logo and hyperlink on the VN DPG website sponsorship page for 3 months
YEAR-ROUND OPPORTUNITIES

Vegetarian Nutrition DPG Webinars - $2,000

Webinars are provided throughout the year on plant-based and vegetarian nutrition-related topics and may provide Continuing Professional Education (CPE) credits to members and non-members alike. We invite sponsors to present their original content to our members through this forum. Live webinars draw hundreds of attendees and many more are reached through archived presentations. In addition, prior to the event the webinars and their sponsors are advertised multiple times through e-blasts.

All webinars include:

- 1 CPEU per hour; available for three years after event
- Hosting on WebEx platform
- Easy registration through VN DPG website
- Speaker handouts distributed to participants electronically
- Webinar recording and content materials posted on VN DPG website with CPEU available for three years after the event
- Moderated and managed by VN DPG

Sponsorship includes:

- Sponsor name listed on all promotional materials, including the calendar of events in one newsletter issue and on the website and all event related member e-blasts
- Sponsor name on the website sponsor page for 3 months after the event

Scheduling: Webinars are typically 1-1.5 hours in length, including time for introductions, topic presentation, and Q&A.
Preferred days: Tuesday or Wednesday between 11:00 a.m. and 9 p.m. ET

Continuing Professional Education Units (CPEU):

- All webinars to be recorded and posted on the VN DPG website for members to view.
- In order to receive approval for CPE, the entire webinar, whether an hour or 1.5 hours, must be educational in its entirety.
- Sponsored webinars may include sponsor recognition at the start and end of the webinar, including up to 3 minutes of speaking time for the sponsor at the end of the webinar.
- VN DPG will submit the applications for CPE (both live and recorded) to the Academy of Nutrition and Dietetics Center for Lifelong Learning for approval.
- Once approved, the distribution of CPE certificates is managed by VN DPG.
The Vegetarian Nutrition Update is the quarterly newsletter that goes out electronically to all of our Vegetarian Nutrition DPG members. Each 20+ page issue includes articles reviewing current and trending topics in plant-based nutrition and research as well as regular columns with updates from DPG leadership, book reviews, and more. The newsletter is consistently listed as a valuable resource on the annual survey by VN DPG members.

AD PER ISSUE / PER 4 ISSUES:
- Full page: $1,000 / $3,000
- Half page: $600 / $1,000
- Quarter page: $300 / $500

* Inserts must be approved by VN DPG and the Academy, therefore meeting deadlines is vital to ensure approval with ample time.

Industry Sponsored E-blast to VN DPG Members - $750

Send a dedicated e-blast of information about your product, service, or topic of choice to all VN DPG members. This can include contests, giveaways, promotions, events, or educational offerings. * Limit of one industry sponsored E-blast per quarter. All content to be approved by VN/Academy.

VN DPG Website Advertising

The VN DPG features a state-of-the-art website that hosts key information for members and consumers. Display your hyperlinked logo, enabling website visitors to view your company’s website.
- 3 months: $750
- 6 months: $1,125
- 12 months: $1,700
Educational Resources - $2,000

- Collaborate with the VN DPG on a resource, with a mutually agreed upon message, and have your logo included on the resource. The work and all work products created under this Agreement shall be and remain exclusively the property of the Academy.
- Resources may be included in the newsletter or offered as a downloadable PDF from the VN DPG website.
- Sponsor will also receive acknowledgment in the Sponsorship Recognition section of the VN DPG website, including your logo hyperlinked to your website for 12 months after release of educational resource.
- All resources are subject to the review and approval of the VN DPG and the Academy.

Vegetarian Nutrition DPG Speaker's Bureau - $1,000

- Speakers are available throughout the year on vegetarian nutrition-related topics and their events may provide Continuing Professional Education (CPE) credits to attendees depending on the conference the speaker is attending.
- We invite sponsors to partner with our exceptional speaker's bureau members, who are experts on Vegetarian Nutrition. This is a chance to reach health professionals nationally and globally to gain exposure for the brand.
- Scheduling: Presentations are typically 45 minutes - 1.5 hours in length, including time for introductions, topic presentation, and Q&A.
- Reach: Members will speak at state affiliate or local district meetings on vegetarian-related topics to disseminate evidence-based information.
- Sponsorship includes Sponsor name listed on all Speaker's materials, including presentation and handouts

Vegetarian Nutrition DPG Research Grant - $1,000+

- The VN DPG participates in a number of the Academy’s initiatives such as the Evidence Analysis Library (EAL), Dietetics Practice-Based Research Network (DPBRN), the development of position papers, and the Academy Research Committee. We periodically fund an EAL questions on vegetarian nutrition. We also offer a research grant for innovative vegetarian research to members. Additional research projects or sponsored activities are welcomed.
CONTACT

If you are interested in providing sponsorship in more than one area, let us know!

Multiple sponsorship opportunities are possible and the VN DPG will work with you to customize a sponsorship package that optimizes visibility for your message, products, and services.

Package offers are discounted:

- Select 2 items and receive a 10% discount
- Select 3 items and receive a 15% discount
- Select 4 or more items totaling over $7000 and receive a 20% discount

Contact Dori Coetzee, MS RDN, VN DPG Chair at coetzee.dori4@gmail.com for more information