



2023 – 2024 Sponsorship Opportunities

Healthy Aging (HA) DPG members are positioned to meet the needs of the fastest growing older adult population.

Members, many of whom are key decision makers, provide and manage nutrition programs and services to older adults in a variety of settings — community, home, health care facilities, and education and research facilities. They are employed in hospitals, assisted living and long-term care facilities, government agencies, community nutrition programs, private practice, and university settings. Primary areas of practice include work in long-term and/or community nutrition, government agencies, home health, education, wellness, and prevention.

Healthy Aging has a total membership of approximately 1,750.

You are invited to collaborate with Healthy Aging through several sponsorship and advertising opportunities. We can customize a level of participation to create a winning package to find the right level and mix of sponsorship to meet your marketing needs.

Sponsorship opportunities include:

- Educational
- Advertising
- Our 2024 Virtual Conference

For more information, please contact HA DPG:

Jacob Mey, PhD, RD (Sponsorship Director)
Jacob.mey@pbrc.edu

Barbara J. Pyper, MS, RD, SNS, FAND (Executive Director)
206-935-5104
hadpg@guidnunc.net

Our 2024 Virtual Conference

April 18 and 25, 2024



Healthy Aging will hold its annual virtual symposium in April 2024.

Held on two dates, these 2.5-hour sessions provide in-depth information to our members.

We anticipate over 250 registrants.

Your support includes registration for up to four (4) participants.

Your support will be acknowledged:

- During the event
- In the post-session email to all attendees
- Logo on our website through May 2024
- Acknowledgement in the 2023-2024 annual report

Sponsorship Fee: \$500 (up to 4 sponsors)

Educational Sponsorship Opportunities:

Our webinars are a significant benefit to our members and will provide the return on investment that you are looking for.

- Reach:
 - Over 200 registrants with an average 72% attendance
 - A minimum of two announcements to all members regarding the webinar (via eblast) with sponsor attribution
 - A minimum of two social media posts with sponsor attribution
 - Continued “reach” of webinar for self-study for three years with an average completion of about 20-40 people per year



Note: We can extend the reach of a webinar to other select DPGs – let us know if you would like to learn more about this opportunity.

Webinar – Your Topic

Work with HA DPG regarding content and speaker of your choice (subject to HA DPG/Academy review and approval). This is a great way to showcase specific, science- and/or evidence-based research or service outcomes. Our webinars are promoted to all members via the website, eblast and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slide. These slides are part of the recording, which is posted on the website for at least one year.

- ***Sponsorship: \$3,000 (plus any fees/costs the sponsor directly pays to the speaker)***

Webinar – General Sponsorship

Healthy Aging regularly schedules educational webinars, with an average attendance of 150 – 250. Support this initiative with your general sponsorship. Our webinars are promoted to all members via the website, eblast, social media and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slide. These slides are part of the recording, which is posted on the website for at least one year and is eligible for CPEU, leading to additional views.

- ***Sponsorship: \$500***

Advertising Sponsorship Opportunities:

Healthy Aging DPG's eblast/email metrics are excellent.

- We average a 48.5% read rate
- Individual URL click-through rates range from 28% to 49%

The Spectrum Newsletter

The Spectrum reaches all HA members (electronically) with timely articles and resources on nutrition, physical activity, healthy aging, and advocacy. It also provides practice group news and an educational handout for patients/clients.

- Sponsor is responsible for providing artwork in a camera-ready format (subject to HA and Academy approval)
- Advertising Fee: \$1,750 for a full-page ad, \$1,000 for half-page ad; \$500 for ¼ page ad
- Insert Fee: \$3,000 for a double-sided, one-page insert that is incorporated into the newsletter.
- Newsletters are permanently archived on the HA website and available to members at any time.
- Advertising deadlines
 - Spring 2024 Issue January 21
 - Summer 2024 Issue May 21
 - Fall 2024 Issue August 18

E-updates

Monthly or bi-monthly e-update to all HA DPG members. Sponsorship of the e-update includes up to 2 graphics, 3 links and 150 words.

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



Sponsored Eblast

Stand-alone message to all HA members. Sponsorship of the eblast includes up to 750 words plus 3 images and 4 hyperlinks. Metrics will be provided 2 weeks after the eblast.

- Sponsorship: \$2,000

Website – Logo/Resource Links

Your logo will be placed on our website, with a click-through link to the web page of your choice (subject to HA approval). You can also place one direct link to a PDF document/resource. The posting is for one year.

- Sponsorship: \$500

Engagement Sponsorship Opportunities:



Interested in presenting your product/service information to Healthy Aging 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 nutrition and healthy aging community.
- Interactive discussion and conversation during the session
- Opportunity to send a follow-up survey to participants (up to 7 questions).
- Sponsorship: \$750

Healthy Aging DPG Member 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 Healthy Aging DPG members invited to participate (up to 100)
- Interactive discussion and conversation during the session.
- Opportunity to send a follow-up survey to participants (up to 7 questions)
 - Sponsorship: \$1,000

Sponsorship Guidelines

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

HA sponsors are limited to those who promote products and services that support the advancement of the food, nutrition, and culinary profession. HA 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 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 or brand 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 a 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 HA member needs and the Academy's positions, policies, and philosophies.

HA/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 HA/Academy approval.