

Sponsorship Prospectus

Dietitians in Integrative and Functional Medicine, DIFM DPG, a dietetic practice group of the Academy of Nutrition and Dietetics

Contact Information

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Unlock the Future of Nutrition: Join Us in Elevating Integrative and Functional Nutrition Practice!

We invite you to embark on an extraordinary journey that has the power to transform the field of nutrition. The Dietitians in Integrative and Functional Medicine are committed to advancing the practice of integrative and functional nutrition, and we need your support to make it happen. Our initiative is dedicated to furthering the education and professional development of dietitians practicing integrative and functional nutrition. By enhancing their knowledge and skills, we can empower these healthcare professionals to provide even more effective, patient-centered care and promote overall well-being.

By partnering with us, you become an essential part of this transformative movement. Your support will enable us to develop cutting-edge educational programs, provide resources for ongoing learning, and foster a community of like-minded dietitians passionate about integrative and functional nutrition.

Join us in this exciting journey toward a healthier, more vibrant future for all. Together, we can make a difference in the lives of countless individuals and the practice of dietetics. Let's embark on this journey together as partners in promoting optimal health and wellness through integrative and functional nutrition.

What is? Who are? DIFM, The Dietitians in Integrative and Functional Medicine?

Dietitians in Integrative and Functional Medicine is a dietetic practice group of The Academy of Nutrition and Dietetics. Our practice group, the 2nd largest in the Academy, comprises approximately 3,000 healthcare professionals who specialize in using a holistic and patient-centered approach to nutrition and dietary interventions. They work within the framework of

integrative and functional medicine where principles of Medical Nutrition Therapy are combined with modalities that address the root causes of health issues and promote overall well-being. DIFM RDNs aim to empower patients to take an active role in their health and well-being by addressing the interplay between nutrition, lifestyle, and overall health.

Here are some key aspects of dietitians in integrative and functional medicine:

- Holistic Approach: These dietitians consider the whole person, including their physical, emotional, and environmental factors, when assessing and developing nutrition plans. They focus on treating the underlying causes of health problems rather than just managing symptoms.
- Emphasis on Food as Medicine: They prioritize using whole foods, therapeutic diets, and targeted nutrients to support the body's natural healing processes. The goal is to optimize health and well-being through nutrition.
- Nutrition and Lifestyle Interventions: They emphasize the importance of nutrition, dietary choices, and lifestyle factors in promoting health and preventing or managing chronic diseases. This may involve recommending specific diets, supplements, exercise plans, stress management techniques, and more.
- Individualized Care: Dietitians in this field tailor their recommendations to each patient's unique needs and goals. They may use various tools, such as detailed health assessments and laboratory tests, to better understand a patient's nutritional status and potential imbalances.
- Functional Testing: In some cases, dietitians in integrative and functional medicine may utilize functional testing to identify nutritional deficiencies, food sensitivities, or imbalances in the body. These tests can help guide personalized dietary recommendations.
- Mind-Body Integration: They may emphasize the mind-body connection and promote mindful eating, stress management, exercise, sleep hygiene, and relaxation techniques to improve overall well-being.
- Education and Empowerment: Dietitians in integrative and functional medicine aim to educate their patients and empower them to make informed choices about their diet and lifestyle.

Overall, Dietitians in Integrative and Functional Medicine play a vital role in helping patients achieve optimal health and wellness by addressing the interconnectedness of nutrition, lifestyle, and overall well-being. Their patient-centered approach aims to support the body's natural healing mechanisms.

MISSION: Empower members to be leaders in integrative and functional nutrition

VISION: Optimize health and healing for all with integrative and functional nutrition

VALUES: Integrity, Leadership, Visionary, Inclusion, Community

Why DIFM?

- DIFM is the second-largest practice group in the Academy of Nutrition and Dietetics and continues to grow year after year. Sponsors are offered a chance to spotlight the company, elevate brand recognition, and effectively convey a message, as well as showcase products and/or services to an engaged and esteemed audience of 3,000+ trusted and influential nutrition professionals.
- Many of our 3,000+ members work in progressive clinical settings – whether in private practice, health and wellness centers, or physicians’ offices – often alongside MDs and NDs who rely on our expertise in the use of dietary supplements, functional foods, nutrigenomics, and mind-body medicine to complement patient care. We utilize functional lab testing in our practices, and our patients and clients look to us to recommend effective food and supplement products and trustworthy brands in a crowded and confusing marketplace.
- DIFM members are respected leaders in the Integrative and Functional Medicine (IFM) field whose influence extends far beyond the colleagues and clients with whom we work every day. Our members are accomplished book authors, popular voices in social media, and sought-after lecturers at national conferences and symposia.
- DIFM fosters collaborative relationships with sponsors whose products and services align with our mission and vision to optimize health and healing for all. See sponsorship standards for more details.

Dietitians in Integrative and Functional Medicine Sponsorship Levels and Benefits

We have outlined some of our most popular sponsorship packages. Still, we are willing to work with sponsors to develop a customized and mutually beneficial sponsorship package to meet the goals of your organization and to support the education and practice of our valued members.

Annual DIFM Sponsorship Packages

Sponsor will be recognized throughout the year at DIFM events and across the DIFM social media channels and publications. As an Annual DIFM Sponsor, your logo will be placed on our member website. Sponsors will be recognized in our newsletters, website, and annual report.

GOLD - \$25,000

- Full-page ad, three newsletters
- 3 E-blasts
- Educational Webinar
- FNCE
- Lunch and Learn

SILVER - \$15,000

- Half-page ad, three newsletters
- 2 E-blasts
- Educational Webinar
- Lunch and Learn

BRONZE - \$10,000.

- Quarter page ad, three newsletters
- 1 E-blast
- DIFM Student Happy Hour
- Spring Leadership Retreat: Sponsored speaker

A LA CARTE OPTIONS:

Webinar: \$4,000

DIFM webinars focus on cutting-edge topics in integrative and functional medicine and may provide continuing professional education (CPE) credits. Webinars draw hundreds of attendees to the live event, and many more are reached through archived presentations. In addition, webinars and their sponsors are advertised multiple times through e-blasts, social media, and website, leading up to the event—a limit of 2 webinars per sponsor each year. The Academy and DIFM will review content; please allow 6-8 weeks for review and CPEU approval.

Lunch and Learn: \$4,000

DIFM will host a virtual Lunch and Learn (1 hour) with sponsors looking to demo a relevant product, culinary demonstration, share research, highlight affiliate program, host a Q&A session, educate DIFM members about their offerings, etc. CPEU not offered.

- 45-60 minutes of engagement time with DIFM DPG members via Zoom (hosted by DIFM)
- Sponsor discussion guide, slides, etc. must be reviewed and approved; please allow 6-8 weeks for approval.
- 1 sponsor per Lunch and Learn and a limit of 2 Lunch and Learns per sponsor per year.
- Promotion across social media channels before the live event
- Sponsors can engage and respond to questions from participants in the chat. Sponsor can be included in follow-up materials.

Mind Body Activity: \$3,500

Invite DIFM members to enjoy a 1-hour wellness experience (such as a yoga class, meditation, mindfulness, or fitness class) incorporating your products/services and messages. DIFM would manage the technology platform.

- Sponsor leads the planning of 1-hour wellness experience or activity with DIFM input and approval
- Sponsor provides the speakers, facilitators, or instructors involved in hosting the event

DIFM Student Happy Hour: \$2,500

A 1-hour virtual discussion with DIFM members and guests about relevant topics in integrative and functional nutrition, typically held quarterly.

- Sponsored speaking opportunity for five minutes, three sponsor slides. Sponsors included in event marketing materials distributed via social media, website, and e-blasts. Sponsors can engage and respond to questions from participants in the chat. Sponsor can be included in follow-up materials.

Newsletter:

The DIFM newsletter, *The IntegrativeRDN*, is a favorite DIFM Member benefit. The digital newsletter is published three times yearly (winter, spring/summer, and fall). The fall issue is published digitally and in print. The newsletter covers timely topics in integrative and functional medicine and may offer CPE credit. Members, guests, and sponsors write educational articles, and the Academy of Nutrition and Dietetics must approve the content on behalf of DIFM. Opportunities include quarter-, half-, and full-page ads.

- Full-page advertisement for promotion or product info \$3500
- Half-page advertisement for promotion or product info \$2000
- Quarter page advertisement for promotion or product info \$1500

E-blast/Email messaging to members: \$2000

DIFM sends e-blasts to alert our 3,000+ members to upcoming events and educational opportunities, announce Academy or DIFM business, and seek member input. The average open rate is an astounding >60%. These are fantastic advertising opportunities because of their flexibility. We can work with you to place ads in e-blasts timed to meet your marketing needs (e.g., at the launch of a new product line or before a company-hosted event) or to match product promotions to relevant content. These E-blasts typically contain a short text blurb, graphic/company logo, and up to 3 hyperlinks.

Spring Leadership Retreat:

The **Spring Leadership Retreat** is a strategic planning weekend where a select group of about 15 leaders from DIFM meet to plan and organize the future projects of DIFM DPG. This meeting is an opportunity for companies to discuss targeted products and educate an engaged group of dietitians who are leaders in the field.

- Sponsored Visit/Tour of Industry Headquarters/Farm/Laboratory: \$3000
10-15 DIFM leaders, in-person tour. This opportunity includes marketing and social media posting.
- Sponsored Speaker: \$1500
30-minute speaking opportunity time, in person or virtual, at the spring leadership meeting, 10-15 DIFM leaders/participants. This opportunity includes the option for the sponsor to provide products
- Sponsored Focus Group Dinner: \$2000 plus dinner
Speaking opportunity and speaker-moderated group interaction for 10-15 DIFM leaders/participants. This opportunity includes the ability to provide products.
Academy review and approval are necessary. Focus Group results may not be used in advertising, promotions, press releases, or any external communications; results are for internal use only.
- Product samples/literature/coupons: \$500
Inclusion in a swag bag of sponsor products, samples, and gifts.

FNCE® Events:

Future date: October 24–27, 2026, in San Antonio, Texas

Leadership Meeting at FNCE®

- Sponsored Speaker: \$1500
30-minute speaking opportunity at the FNCE® leadership meeting, 10-15 DIFM leaders/participants. This opportunity includes the ability to provide products.

- **Sponsored Focus Group Dinner: \$2000 plus dinner**
Speaking opportunity and speaker-moderated group interaction for 10-15 DIFM leaders/participants. This opportunity includes the ability to provide products.

Academy review and approval are necessary. Focus Group results may not be used in advertising, promotions, press releases, or any external communications; results are for internal use only.

FNCE® Member Networking Event/Evening Reception

- **Member Reception Booth Sponsorship: \$4000**
Sponsor may host a table at DIFM reception to distribute materials, and network with DIFM members on-site. Recognition of Sponsor's reception support in materials and event promotions. This is not an exclusive sponsorship opportunity.
- **Product samples/literature/coupons: \$1,000**
Inclusion in a swag bag of sponsor products, samples, and gifts.

*Please note that any events sponsored at the Food & Nutrition Conference & Expo (FNCE®) require the sponsor to be an exhibitor on the FNCE® Expo floor.

Additional Notes: Sponsorship agreements are signed by the Academy on behalf of DIFM and are subject to review by the DIFM Executive Committee and final approval by the Academy of Nutrition and Dietetics. The Academy of Nutrition and Dietetics must approve all educational and advertising content on behalf of DIFM. The Academy does not allow Dietetic Practice Groups to accept exclusively in-kind donations, although product samples may accompany a monetary donation.

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