The DBC Strategic Collaboration Approach 2020-2021

DBC offers a variety of ways to engage with its members in the effort to achieve business objectives. All collaborators work with the DBC Business Development team to develop the ‘package’ that works best for their needs. Recommended steps include:

1. A 30-minute meeting with a Business Development Team member to discuss potential collaborator goals, desires, potential barriers, concerns...

2. The DBC Business Development Team drafts a collaboration proposal for brand / company review...

3. If both parties agree to work together, paperwork is developed, reviewed, approved and sent to collaborator for signing - the relationship begins / continues.

The DBC Advantage

A synergistic relationship that provides a win-win situation is what DBC wants to achieve with its collaborators, which is why they receive:

- A **collaborative** effort to achieve desired goals
- Immediate and long-term **strategic planning**
- Outcome **measurements**
- Continuous **re-evaluation** of efforts
- **Recommendations** on how to build from previous initiatives
Shared Business Objectives

DBC and its collaborators work together to achieve a variety of shared business objectives, including:

- Gauging and increasing **awareness**: brand, product, initiative, and more
- Understanding and improving **brand reputation** / perceptions
- Creating **brand differentiation**
- Gauging and increasing **educational resource usage**
- Understanding **educational resource needs**
- How to **reach consumers** through dietitians
- Building meaning and **lasting relationships** with dietitians
- Discovering a ‘**need set**’ of a specific member segment

Collaboration Benefits

Relationships are key to the success of any business, and DBC is no different. The team values its collaborators and ensures everyone feels valued. Given this...

No matter what engagement opportunities chosen, each collaborator has the opportunity to:

- Have its logo and one link within the monthly ‘Take 5’ member e-update and on the DBC website for duration of the LOA
- Social media collaboration acknowledgement
- Be included within the DBC Annual Report

If two or three efforts with DBC occur within the fiscal year:

- A 10% discount is applied to total package

If four or more efforts with DBC occur within the fiscal year:

- A 20% discount is applied to total package

---

*For complete details/inquiries, please contact the DBC Business Development Chair at dbc.sponsorship@gmail.com*
Impact

DBC is a lead organization in advancing food and nutrition business, marketing and communication initiatives. They are influential decision-makers holding leadership positions in or as consultants to:

- CPG Companies
- PR Agencies
- Foodservice Channels
- Restaurant Industry
- Supermarket Sector
- Regulatory Bodies
- Private Practice
- Emerging Technologies
- School Systems
- Sports Nutrition Industry

Influence

DBC members (1,100+) span the globe with members from Sweden, New Zealand, plus others, and nearly every state in the U.S.

Intel

Greater than 1/3 of the members have 26+ years’ experience

Collaboration Opportunities

The below opportunities are categorized by communications to or between DBC members. This approach allows a company to choose the best tactic based on desired outcome and goals.

<table>
<thead>
<tr>
<th>Networking: $750 / $1,500</th>
<th>Two-Way, In-Person Communication: $10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Local Networking Event Integration</td>
<td>• Customized* or Integrated* Educational and Experiential Workshop</td>
</tr>
<tr>
<td>• Virtual Workshop</td>
<td>• Member or Executive Committee Focus Group*</td>
</tr>
<tr>
<td>• National / FNCE® Event Integration</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>One-Way Communication: $2,250</th>
<th>Two-Way, Non-In-Person Communication: $4,750</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Customized Email / E-blast with two hyperlinks and one graphic</td>
<td>• Research Survey with Customized Email and optional link to branded educational materials</td>
</tr>
<tr>
<td>• DBC Webinar Content Integration</td>
<td>• Customized Educational Content Webinar plus Pre/Post Surveys</td>
</tr>
<tr>
<td>• DBC <em>Business Insights</em> Newsletter Electronic Insert</td>
<td>• Virtual Member/Executive Committee Focus Group</td>
</tr>
</tbody>
</table>

NOTE: Any FNCE® integration requires the collaborator to have a booth on the Expo Floor

*Recommend conducting at FNCE® or a local Affiliate/State Dietetic Group Annual Conference to minimize travel costs (A minimum of six-months is needed to coordinate a Customized Workshop or Focus Group)
Collaboration Option Details

Networking ($750 - $1,500 each event)

Local Networking Event / Virtual Workshop ($750) and National / FNCE® Event ($1,500)
- Recognition within event promotional materials, i.e., monthly e-update, social media, etc.
- Introduction plus product/coupons and/or educational materials at event
- Admission into event (up to three at local and up to two at national)
- Optional ideas: Raffle item, interactive experience, i.e., photobooth, headshots, etc.
- *NOTE: Any FNCE® integration requires the collaborator to have a booth on the Expo Floor*

One-Way Communication ($2,250 each effort)

- **Customized Email/E-blast**
  - Email to all DBC members; up to 500 words with two hyperlinks and one graphic

- **DBC Webinar Content Integration**
  - Support a DBC planned educational webinar
  - Recognition within related marketing materials plus before, during and after webinar
  - Recorded and available for CPEUs on the DBC member website following the live session

- **DBC Business Insights Newsletter Electronic Insert**
  - Full, front and back page (PDF)
  - Content provided by collaborator; PDF copy to Business Development Chair for inclusion

Two-Way, Non-In-Person Communication ($4,750 each effort)

*Note: These each generally need a minimum of ten weeks to plan*

- **Research Survey plus Customized Email/E-blast**
  - Email to all DBC members; up to 500 words with two hyperlinks and one graphic
  - Survey up to 15 questions, not including demographics
  - Recommend incentive given to one random participant; not include in effort cost

- **Customized Educational Content Webinar with Pre/Post Research Surveys**
  - Collaborator recommends presenter and topic; 60 minutes
  - Recognition within related marketing materials
  - Up to 100 words to include in pre/post emails with survey links (<= 10 questions)
  - Needs to qualify for one continuing education unit (45 minutes of education)
  - Recorded and available for CPEUs on the DBC website following the live session

- **Virtual Member or Executive Committee Focus Group**
  - Ten to 15 members; 60 minutes
  - Materials and incentive (optional) provided by collaborator; approved by Academy
Two-Way, In-Person Communication ($10,000 each effort)

Member or Executive Committee Focus Group
- Ten to 15 members; 60 minutes
- Materials and incentive (optional) provided by collaborator; approved by Academy
- **Note:** Recommend conducting at FNCE® or a local Affiliate/State Dietetic Group Annual Conference to minimize travel costs and increase attendance probability. DBC can assist with finding space and coordinating food service if needed, but those costs are separate from this efforts cost. A minimum of eight weeks to plan is needed.

Customized or Integrated Educational & Experiential Workshop
- Recognition within event promotional materials, i.e., monthly e-update, social media, etc.
- Theme and content provided by collaborator; approved by Academy
- Three to six hours in duration; respective number of continuing education units
- One to two interactive experience, i.e., photobooth, headshots, etc.
- **Note:** Recommend conducting at FNCE® or a local Affiliate/State Dietetic Group Annual Conference to minimize travel costs and increase attendance probability. DBC can assist with finding space and coordinating food service if needed, but those costs are separate from this efforts cost. A minimum of eight weeks to plan is needed.
- **Note:** Depending on the year, DBC conducts in-person or virtual workshops. Please speak with Business Development Chair for additional information.

**NOTE:** Any FNCE® integration requires the collaborator to have a booth on the Expo Floor. FNCE® LOA must be completed by August 31.