

# Dietitians in Business and Communications

a dietetic practice group of the  
**eat right.** Academy of Nutrition and Dietetics

## Dietitians in Business & Communications

# PROSPECTUS FOR SPONSORSHIP OPPORTUNITIES 2023



### Our Vision

A world where DBC members have the necessary business skills to guide food and nutrition related decisions in global businesses and industries.

### Our Mission

To advance DBC members as strategic and innovative business and communication leaders.

Learn more about DBC at [DBCOnline.org](https://DBCOnline.org) or follow us on social media.





# ABOUT DBC

DBC believes in a world where its members have the necessary business skills to guide food and nutrition-related decisions in global business and industries. As a group that prides itself on its competencies – Insights into Action, Communications and Transparency, Collaboration and Strategy, and Business Acumen and Leadership – we look forward to supporting your career advancement through education, engagement, and networking.

DBC positions members to learn, grow, and engage through:

- Member Grants for opportunities, including Academy Leadership Institute and Academy Advocacy Summit
- Education opportunities through free webinars, masterclasses, and workshops
- Networking opportunities with peers virtually and in-person at FNCE®
- Member communications, including the monthly Take 5 E-Newsletter and biannual Business Insights Newsletter

# DIETITIANS IN BUSINESS & COMMUNICATIONS

## 2023 SPONSORSHIP OPPORTUNITIES

### DBC IMPACT

DBC is the leading organization in advancing food and nutrition business and communication initiatives. Members apply their food and nutrition expertise in business, marketing, and communication roles. They are influential decision-makers holding leadership positions 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

### DBC INFLUENCE

DBC members (920+ and growing!) span the globe, with members from the United Kingdom, Canada, Australia, the Netherlands, and across the United States. Greater than 1/3 of DBC members have 26+ years of experience.

### SPONSORSHIPS

DBC firmly believes its sponsors should have impactful interactions and meaningful long-term relationships with its members and Executive Committee (EC), providing a win-win situation for all parties involved. Therefore, DBC offers a variety of opportunities to engage with its members to achieve desired outcomes and goals through synergistic relationships with partners.

The opportunities below allow partners and collaborators to leverage the impact and influence of DBC members in an effort to differentiate from competitors.

#### **Annual Sponsorship - \$2,000 flat rate**

*Available individually or as an add-on to any opportunity. Pro-rated options available.*

Showcase your company with DBC year-round! Becoming an annual sponsor highlights your company with DBC and other networking opportunities to choose from in collaborating with members.

Company logo acknowledgment within the following:

- DBC Website Sponsorship Page
- DBC Annual Report; Published end of year
- Business Insights Virtual Newsletter; Published twice a year
- DBC FNCE® Reception; In-person in October with potential for additional involvement

**\*If you are a FNCE® exhibitor, we have additional opportunities available to showcase your company. Please review our FNCE® 2023 Prospectus.**



# DIETITIANS IN BUSINESS & COMMUNICATIONS 2023 SPONSORSHIP OPPORTUNITIES

## ***In-Person Workshop - \$10,000***

- Customized or integrated educational & experiential workshop
- Theme and content provided by collaborator
- 3-6 hours in duration; a respective number of continuing education units
- Includes:
  - 1 Attendee survey pre- and post-event (up to 15 questions)
  - 3 Dedicated Promotional eBlasts in support of event attendance
    - 250-500 words with two hyperlinks and one graphic (further indented)
    - Inclusion in 1 member Take 5 E-Newsletter
  - Recognition on the DBC website
  - Company logo on promotional materials
  - Signage at the event

*\*Note: Planning takes 12 weeks minimum, subject to Academy Event Services availability. If the event requires travel, the Sponsor must follow additional procedures with the Academy team (travel request forms & approval, location contract, etc).*

## ***Virtual Committee Focus Group - \$5,000***

- Choice of 10-15 DBC members OR 75% or more of the Executive Committee team; 60 minutes
- Materials and incentives (optional) provided by the Sponsor
- 1 Dedicated Promotional eBlast in support of event attendance
  - 250-500 words with two hyperlinks and one graphic
- Inclusion in 1 member Take 5 E-Newsletter
  - 100-150 words with one hyperlink; DBC to create graphic



# DIETITIANS IN BUSINESS & COMMUNICATIONS

## 2023 SPONSORSHIP OPPORTUNITIES

### **Research Survey - \$4,000**

- Includes customized, dedicated eBlast to all DBC members (typical membership open rate is 30%)
- 1 Dedicated Promotional eBlast in support of event attendance
  - 250-500 words with two hyperlinks and one graphic
- Survey up to 15 questions, not including demographics
- Recommend incentive given to one random participant (not included in effort cost)

*\*Note: Planning takes a minimum of 8 weeks.*

### **Customized Educational Webinar - \$3,000**

- Collaborator recommends presenter and topic to provide evidence-based, peer-reviewed, non-advertorial education to DBC members; 60 minutes
- 1 Attendee survey post-event (up to 10 questions)
- 1 Dedicated Promotional eBlast in support of event attendance
  - 250-500 words with two hyperlinks and one graphic
  - Additional dedicated eBlast to promote webinar (+\$1,000)
- Inclusion in 1 member Take 5 E-Newsletter
  - 100-150 words with one hyperlink; DBC to create graphic
- Social media promotion prior to the event

*\*Note: Planning takes a minimum of 8 weeks. Number of registrants may vary depending on subject matter and other factors beyond the control of DBC DPG.*





# DIETITIANS IN BUSINESS & COMMUNICATIONS 2023 SPONSORSHIP OPPORTUNITIES

## INDIVIDUAL BRAND PROMOTION OPTIONS

### Promotional eBlast

- Customized, dedicated email to all DBC members
- Up to 750 words with two hyperlinks and one graphic
- Pricing Tiers
  - 1 eBlast: \$2,000
  - 2 eBlasts: \$3,500
  - 3 eBlasts: \$4,500

### DBC Take 5 E-Newsletter

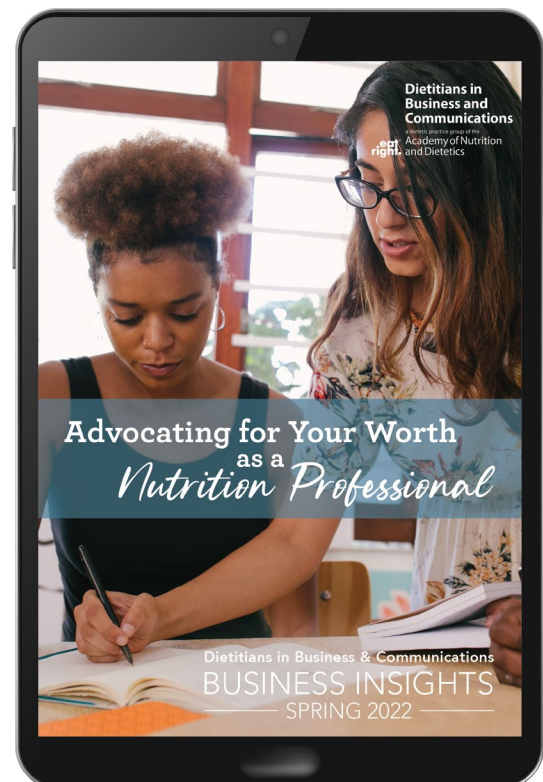
- Inclusion in DBC monthly e-newsletter to all DBC members
  - Up to 250 words with one hyperlink and one graphic
- Pricing Tiers
  - 1 eBlast: \$500
  - 2 eBlasts: \$900
  - 3 eBlasts: \$1,200

### Business Insights Newsletter

- Twice yearly virtual publication
- Company to provide graphic with text
  - Image specifications will be provided by the DBC designer
- Pricing Tiers
  - ¼ page: \$500
  - ½ page: \$1,500
  - 1 Full page ad (front/back): \$2,000



DBC Take 5 E-Newsletter



DBC Business Insights Newsletter