



**National  
Organization  
of Blacks in  
Dietetics and  
Nutrition**

a member interest group of the  
 **eat  
right.** Academy of Nutrition  
and Dietetics



*NOBIDAN*

**Sponsorship  
Prospectus  
2020-2021**

## About NOBIDAN

The **National Organization of Blacks in Dietetics and Nutrition (NOBIDAN)** is a professional organization of African-American dietetic and nutrition practitioners, as well as members of other ethnic backgrounds, of the Academy of Nutrition and Dietetics (the Academy) committed to our mission. **NOBIDAN** has served members for over 50 years as a networking group. In 2008, **NOBIDAN** became the fourth Member Interest Group of the Academy. We currently have a membership of approximately 600 individuals from all parts of the United States, Canada, and the Caribbean.

## Our Mission

Provide a forum for professional development and support of dietetics, optimal nutrition and well-being for the general public, particularly those of African descent.

## Vision

- Lead in the planning, implementation and evaluation of food, nutrition and health service delivery to African-American communities.
- Promote professional practice, research and educational advancement.
- Promote cultural competency of NOBIDAN members.
- Strengthen the influence of the Member Interest Group on professional organizations, policy makers, government and other identified entities through coordinated action.
- Highlight the contributions of member dietetic practitioners with significant contributions to the Academy and profession.
- Support leadership development and promote member service utilization.
- Identify, mentor and support future African-American dietetic leaders in the profession.
- Maintain a resource directory of NOBIDAN dietetic practitioners and those interested in supporting the Member Interest Group.

NOBIDAN welcomes the opportunity to collaborate with sponsors who share similar interests with our members. Please review the following sponsorship and networking opportunities that are based on a one year agreement unless otherwise noted. All sponsors will be acknowledged during our annual Business Meeting and in our Annual Report provided to all NOBIDAN members.

All sponsorships require a Letter of Agreement between the Sponsor and the Academy on behalf of NOBIDAN.

Please contact Chair-Elect, Denine Rogers [hepsalivinghealthy@gmail.com](mailto:hepsalivinghealthy@gmail.com) and former Chair, Helen Jackson [helen.jackson4@comcast.net](mailto:helen.jackson4@comcast.net) if you have interest or questions regarding our sponsor opportunities.

## **FNCE® Sponsorship Opportunities**

Each fall, the Academy of Nutrition and Dietetics sponsors the world's largest meeting of food and nutrition experts — more than 10,000 registered dietitian nutritionists, nutrition science researchers, policy makers, health-care providers and industry leaders attend the annual meeting — and address key issues affecting the health of all Americans. The Food and Nutrition Conference & Expo™ (FNCE®) for 2020 will be held in Indianapolis, October 17-20, 2020.

*Sponsor must be a confirmed exhibitor on the Expo floor at FNCE®. All Letters of Agreement must be finalized by August 31, 2020.*

### **Platinum \$10,000 or more (One Available)**

Sponsorship of NOBIDAN Member Reception/Dinner Event at FNCE® (*average attendance 125 NOBIDAN members and Academy leaders*).

#### **Sponsor Benefits Include:**

- Opportunity to provide three (3) informational product handouts and a seven (7) minute presentation (including presentation slides if desired) to attendees at the Member Reception/Dinner Event. *Presentation slides and handouts are subject to Academy/NOBIDAN approval.*
- Complimentary registration for up to three (3) company representatives to the NOBIDAN Member Reception/Dinner Event.
- Sponsor logo/link on NOBIDAN website for one year.
- Sponsor acknowledgement by NOBIDAN at event and in all communications to members for FNCE® events.
- Listed in NOBIDAN Annual Report and acknowledged at the annual Business Meeting.

### **Gold \$5,000 - \$9,999 (Two Available)**

Sponsorship of NOBIDAN Member Business Meeting & CPEU Presentation at FNCE® (*average attendance 100 NOBIDAN members and Academy leaders*).

#### **Sponsor Benefits Include:**

- Opportunity to provide two (2) informational product handouts and a three (3) minute presentation (including presentation slides if desired) to attendees at the Member Business Meeting & CPEU Presentation. *Presentation slides and handouts are subject to Academy/NOBIDAN approval.*
- Complimentary registration for up to two (2) company representatives to the NOBIDAN Member Business Meeting & CPEU Presentation.
- Sponsor logo/link on NOBIDAN website for one year.
- Sponsor acknowledgement by NOBIDAN at event and in all communications to members for FNCE® events.
- Listed in NOBIDAN Annual Report and acknowledged at the annual Business Meeting.

## **NOBIDAN Executive Committee Meeting \$2,500 (One Available)**

Sponsorship of NOBIDAN Executive Committee Meeting at FNCE® (*average attendance 25 NOBIDAN leaders and possible Academy leaders*).

### **Sponsor Benefits Include:**

- Opportunity to address the NOBIDAN Executive Committee and provide a five (5) minute presentation (including presentation slides if desired). *Presentation slides are subject to Academy/NOBIDAN approval.*
- Sponsor logo/link on NOBIDAN website for one year.
- Sponsor acknowledgement by NOBIDAN at event and in all communications to members for FNCE® events.
- Listed in NOBIDAN Annual Report and acknowledged at the annual Business Meeting.

## **Year-Round Sponsorship Opportunities**

### **Sponsor Developed CPEU Educational Webinar \$2,000 (Plus any fees/costs the Sponsor pays directly to the Speaker)**

This sixty (60) minute webinar can be an educational opportunity for members of NOBIDAN and the Academy of Nutrition and Dietetics members on a topic that will enhance the NOBIDAN mission and values. Webinar topics chosen by Sponsor and presentation contents are subject to Academy/NOBIDAN approval. Sponsor will select the Speaker and provide honorarium/any additional costs directly to Speaker. Webinar production and set-up, including the hosting of the webinar, is the responsibility of Sponsor (unless otherwise agreed upon).

### **Sponsor Benefits Include:**

- Webinar will be a complimentary member benefit for NOBIDAN members (which will enhance participation).
- Sponsor logo/link on NOBIDAN website for one year.
- Sponsor acknowledgement by NOBIDAN in all event promotions and communications to members.
- Sponsor acknowledgement by NOBIDAN during webinar.
- Recorded webinar and presentation slides will be archived on NOBIDAN website for NOBIDAN members.
- NOBIDAN will coordinate with the Sponsor and the Academy's Lifelong Learning team for the development of acceptance of CPEU credits.
- Listed in NOBIDAN Annual Report and acknowledged at the annual Business Meeting.

### **NOBIDAN Developed CPEU Educational Webinar \$1,500**

This sixty (60) minute webinar will be an educational opportunity for members of NOBIDAN and the Academy of Nutrition and Dietetics members on a topic that will enhance the NOBIDAN mission and values. Webinar topics and speakers are chosen by NOBIDAN. Webinar production and set-up, including the hosting of the webinar, is the responsibility of NOBIDAN.

### **Sponsor Benefits Include:**

- Webinar will be a complimentary member benefit for NOBIDAN members (which will enhance participation).
- Sponsor logo/link on NOBIDAN website for one year.
- Sponsor acknowledgement by NOBIDAN in all event promotions and communications to members.

- Sponsor acknowledgement by NOBIDAN during webinar.
- Recorded webinar and presentation slides will be archived on NOBIDAN website for NOBIDAN members.
- NOBIDAN will coordinate with the Academy's Lifelong Learning team for the development of acceptance of CPEU credits.
- Listed in NOBIDAN Annual Report and acknowledged at the annual Business Meeting.

## Newsletter Advertisement

### (Full page \$1,000; Half page \$500; Quarter page \$250)

NOBIDAN provides a quarterly, electronic newsletter to its membership. All editions are posted on the NOBIDAN website which retains advertisements and hyperlinks within the PDF indefinitely. Content is subject to Academy/NOBIDAN review and approval.

#### Sponsor Benefits Include:

- NOBIDAN will send electronic newsletter out to all NOBIDAN members via their e-blast tool. *(Sponsor copy is placed into NOBIDAN electronic newsletter.)*
- Sponsor logo/link on NOBIDAN website for one year.
- Newsletter PDF will be archived on NOBIDAN website indefinitely.
- Listed in NOBIDAN Annual Report and acknowledged at the annual Business Meeting.

## Dedicated Member E-Blast (Stand-alone) \$1,000

Sponsor provides NOBIDAN with the entire content of the dedicated member e-blast. Content is subject to Academy/NOBIDAN review and approval. *NOBIDAN will accept dedicated e-blasts only for services and products of interest to their members.*

#### Sponsor Benefits Include:

- NOBIDAN will send dedicated e-blast out to all NOBIDAN members via their e-blast tool. *(Sponsor copy is placed into NOBIDAN e-blast template.)*
- Sponsor logo/link on NOBIDAN website for one year.
- Listed in NOBIDAN Annual Report and acknowledged at the annual Business Meeting.

## E-Blast Advertisement \$500

Sponsor's advertisement will be inserted into a NOBIDAN member e-blast. Content can be up to 100 words, one graphic, two hyperlinks, and logo. Content is subject to Academy/NOBIDAN review and approval.

#### Sponsor Benefits Include:

- NOBIDAN will send e-blast out to all NOBIDAN members via their e-blast tool. *(Sponsor copy is placed into NOBIDAN e-blast template.)*
- Sponsor logo/link on NOBIDAN website for one year.
- Listed in NOBIDAN Annual Report and acknowledged at the annual Business Meeting.

**Note: Acceptance of advertisements does not create or imply an association with or an endorsement from the Academy/NOBIDAN or its general membership.**