With over 100,000 credentialed practitioners, the Academy of Nutrition and Dietetics is the nation’s largest organization of food and nutrition professionals.

DDPG Mission
Optimizing the prevention and management of diabetes through person-centered care, including nutrition and collaborative partnerships.

Our Vision
A world where all people affected by diabetes thrive.

Work with Us
We invite organizations and companies whose business practices align with our mission and vision to work with us in a sponsorship capacity.

For more information, please contact Cassie Verdi, Manager, DDPG Corporate Relations, at cverdi@eatright.org.

2020 Industry Sponsorship Opportunities

Reach Influential Leaders in Diabetes & Nutrition

Established in 1979, the Diabetes Dietetic Practice Group (DDPG), formerly known as Diabetes Care and Education (DCE), is one of the largest professional dietetic practice groups within the Academy of Nutrition and Dietetics.

DDPG membership is primarily made up of registered dietitian nutritionists (RDNs) who specialize in quality diabetes care and education for people with diabetes and their families, and for those at risk of developing diabetes.

Why DDPG?

• Our members are on the front lines of patient care, reaching the many consumers impacted by diabetes on a daily basis.

• Our members strive to stay on the cutting edge of diabetes research, and are seeking the latest science-based information about diabetes products, services and programs.

• Sponsorship of a DDPG publication, event or other activity provides an opportunity for sponsors to build awareness of their company and to share their message with leaders in diabetes care and nutrition.

• We will work with you to develop a customized, mutually beneficial sponsorship package to help your organization meet your goals while supporting the education and practice of our members.

Our 2020 prospectus offers many exciting opportunities for industry sponsors to reach our >5,400 members.
We are…

A trusted voice for persons with diabetes when it comes to nutrition, physical activity, self-management, technology, and day-to-day diabetes care, education and prevention.

We work in a variety of settings, influencing patient care and organizational decisions across the U.S. and globally:

According to the 2019 DDPG Member Survey:

- >90% directly interact with patients or clients
- 73% of respondents said that patients or clients frequently ask them about products and services
- 3 out of 4 believe patients or clients follow their advice closely
- 76% find recipes helpful to share with patients or clients
- Nearly 1 out of 3 hold a leadership position within their company or organization

Your support will help expand our diabetes and nutrition knowledge, support our practice and ultimately, improve the lives of those affected by diabetes.

Source: 2019 DDPG Membership Survey.
DDPG’s highly-coveted publications (distributed in print and available electronically on the DDPG website) are consistently ranked by members as the number one membership benefit. Each issue is sent to all DDPG members, dietetic internship directors, nutrition faculty, and other dietetic practice group chairs and newsletter editors. All issues are archived on the DDPG website.

**On the Cutting Edge**

*On the Cutting Edge* is distributed three times per year and is a peer-reviewed journal featuring articles on current topics in diabetes management and education. Each issue focuses on one broad theme and provides 4 continuing education units to readers.

**Distribution:** 6,000 per issue

**newsFLASH**

*newsFLASH* is distributed three times per year and provides members with timely information on diabetes care, education and research, as well as important updates on DDPG activities.

**Distribution:** 6,000 per issue

Pricing is the same for both publications.

**Exclusive sponsorship of one issue:** $18,000

- Includes opportunity to supply a sponsored insert up to two pages (double-sided) in length, logo recognition on back cover, and a feature in DDPG’s monthly E-update with a link to the issue and sponsor recognition.

If an issue is not exclusively sponsored, the following advertisement options are available:

- Full Page Product Spotlight (*newsFLASH* only): $6,000
- Full Page Ad: $5,000
- ½ Page Ad: $3,500
- ¼ Page Ad: $2,000

All sponsors are recognized on the DDPG website. They are also invited to and recognized at the DDPG Awards Ceremony and Membership Reception held during the Academy’s Food & Nutrition Conference & Expo™ (FNCE®).

All content within sponsored materials is subject to DDPG and Academy review and approval.

For more information, please contact Cassie Verdi, Manager, DDPG Corporate Relations, at cverdi@eatright.org.
Events

DDPG events offer valuable facetime with our leadership or membership. You’ll have the opportunity to network, share your message and elicit feedback from leading diabetes and nutrition professionals.

2020 Spring Leadership Retreat
This 3-day annual leadership meeting will be held May 1-3 in Orlando, FL. The purpose of the meeting is to discuss practice group business in person and train incoming leaders, and is a unique opportunity to interface with some of DDPG’s most influential members. **Attendance: 25 DDPG leaders**

**Welcome reception sponsorship (evening of Friday, May 1): $4,000**
- Includes sponsor welcome table manned by a sponsor representative during the reception, sample distribution, networking with DDPG leaders, and swag bag for attendees.

**Breakfast or lunch sponsorship: $4,000**
- Includes 20 minutes podium time, distribution of samples/educational materials, menu integration, sponsor representative, networking with DDPG leaders.

**Dinner: $5,500**
- Includes 45 minutes podium time, distribution of samples/educational materials, menu integration, sponsor representative, networking with DDPG leaders.

**Snack break sponsorship: $1,000**
- Includes distribution of samples/educational materials and/or menu integration.

2020 FNCE® Executive and Committee Chairs Meeting
This 1-day leadership meeting is scheduled for Saturday, October 17, before the start of FNCE®. The purpose is for DDPG leadership to meet face-to-face and discuss practice group business. **Attendance: 15 DDPG leaders**

**Breakfast or lunch sponsorship: $4,000**
- Includes distribution of samples/educational materials and up to 20 minutes of podium time to present information on your products or services.

**Snack break sponsorship: $1,000**
- Includes distribution of samples/educational materials during the snack break.

**Note:** All sponsors are recognized in meeting agendas, on signage and by the Chair during the opening remarks. Any corkage, storage or serving fees will be covered by the sponsor.

For more information, please contact Cassie Verdi, Manager, DDPG Corporate Relations, at cverdi@eatright.org.
**Menu of Sponsorship Opportunities**

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**FNCE® Focus Groups**
Engage with DDPG members in-person at FNCE® in a small group setting. Use this one-hour session with diabetes experts to gain insight into the diabetes audience, test messaging, elicit feedback on your products/services and more.

**Investment: $5,000**
- Focus group objectives, desired participant profile, discussion questions and participant incentive must be approved by DDPG/the Academy.
- DDPG secures the date, time and venue (cannot overlap with FNCE® sessions).
- Sponsor provides catering, AV and incentive (not included in price above).
- DDPG provides list of potential participants.
- Sponsor creates communication/invitation for focus group, sends invitation and develops discussion questions.
- Results from focus groups may only be used for internal purposes.

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**FNCE® Member Reception & Awards Ceremony**
DDPG’s largest event of the year and a prime opportunity for companies looking to engage with DDPG members in-person during FNCE®. Various sponsorships are available for this evening reception and can be customized to your company’s objectives. **Attendance: ~125 members**

**Event Sponsor: $3,500 (3 sponsorships available)**
- Includes recognition in all event marketing materials, sponsor logo and recognition on all event signage and program, three invitations to the event, recognition by DDPG Chair during opening remarks and table-top display manned by a sponsor representative.

**Product Sponsor: $5,000 (2 sponsorships available)**
- Includes all Event Sponsor benefits plus onsite product sampling.

**Swag Bag/Giveaway Sponsor: $5,000 (1 sponsorship available)**
- Includes all Event Sponsor benefits plus opportunity to distribute a swag bag to attendees containing pre-approved materials.

**Award Sponsor: Investment varies**
- See page 9 for details.

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For more information, please contact Cassie Verdi, Manager, DDPG Corporate Relations, at cverdi@eatright.org.
Digital Influencer Bureau
Surprise & Delight Mailing

DDPG has identified 13 influential media-focused RDNs among our membership who specialize in media communications and have broad followings online.

Sponsors are granted access to this list and can send bureau members a creative ‘surprise and delight’ package containing their messages, materials and/or samples. These packages may enable media-savvy RDNs to learn and share new information with their followers. This is ideal for announcing new product launches and for building relationships with a key group of digital influencers.

**Collective Reach of Bureau: >1.3 million**

**Investment: $7,000**

- Sponsor purchases and creates packages and any associated materials. Sponsors are also responsible for shipping packages directly to bureau members.
- All package contents must be reviewed and approved by DDPG prior to mailing.
- RDNs’ addresses and personal information may not be used by the sponsor beyond this mailing.

Diabetes-Friendly Recipe Contest

Host a recipe contest for DDPG members, challenging them to create a diabetes-friendly recipe featuring one of your products. Contests encourage DDPG members to test and experiment with your products in the kitchen.

*Sponsor retains ownership rights to all recipe submissions.*

**Investment: $12,000  *does not include cost for prizes**

- Sponsor works with DDPG and the Academy on the contest theme, timeline, judging criteria and rules.
- DDPG hosts a contest landing page on the DDPG website with all contest information and submission instructions.
- DDPG contest promotion includes one (1) sponsor-created dedicated eblast, one (1) E-update mention and promotion across DDPG social media channels.
- DDPG and sponsor work together to test final recipes and select winning recipes.
- Winners and winning recipes are featured in an issue of newsFLASH with sponsor recognition.
- Sponsor may also create a second dedicated eblast announcing results and winners.
Menu of Sponsorship Opportunities

Educational Webinars & Self-Study Modules

Custom Webinars
DDPG’s one-hour webinars are developed to provide members with continuing education credits on science-based topics, new research and consumer trends.

*Average attendance: 200-400 participants for live event. Webinars will live on the DDPG website for two years so members can access them anytime.*

**Investment:** $6,000 *does not include speaker fees*

- Webinar topic, speaker and content must meet Academy guidelines.
- Sponsor leads the creation of webinar content and secures speaker.
- Promotion of webinar across DDPG communication channels.
- DDPG provides technology and platform to execute webinar.
- DDPG handles application for continuing education credit.
- Sponsor logo and recognition at onset and conclusion of webinar.
- Up to 3 slides at the end of the webinar featuring sponsor materials OR sponsor may provide a short, 2-3 minute video.

Online Self-Study Module
DDPG offers sponsorship of online self-study modules on trending topics and new research. Self-study modules are similar to a webinar but do not include a live event. A 2018 survey of the Academy of Nutrition and Dietetics membership found that distance learning is the **number one membership benefit**.

Developing a self-study module allows you to showcase your organization’s expertise, knowledge, abilities and skills to DDPG members. **Self-study modules will live on the DDPG website for three years so members can access them anytime.** *2018 Member Needs Assessment*

**Investment:** $6,000 *does not include speaker fees*

- Module topic, speaker and content must meet Academy guidelines.
- DDPG works with the sponsor to approve topic and outline of the self-study module.
- Sponsor leads the creation of content and secures speaker.
- Promotion of module across DDPG communication channels.
- Academy/DDPG provides assistance, if needed, with recording self-study module.
- DDPG handles application for continuing education credits.
- Sponsor logo and recognition at onset and conclusion of self-study module.
- Up to 3 slides at the end of the webinar featuring sponsor materials OR sponsor may provide a short, 2-3 minute video.

For more information, please contact
Cassie Verdi, Manager,
DDPG Corporate Relations, at cverdi@eatright.org.
E-Communications

DDPG members depend on e-communications for the latest in diabetes care and DDPG activities. Our average open and click-through rates consistently meet or exceed industry averages.

Distribution of all e-communications: ~5,400 DDPG members

Dedicated eblast
Stand-alone eblast sent to all DDPG members featuring news updates, research, upcoming events and/or links to more information.

Investment: $2,000

Dedicated eblast with Survey
Survey DDPG members for expert feedback and insights related to your products or services. Sponsor creates eblast with link to their survey with up to 10 questions. All content subject to review and approval from DDPG/ the Academy. Results must be shared with the Academy/DDPG and are for internal use only.

Investment: $5,000

Monthly E-update
Monthly e-news sent to all DDPG members to inform them of upcoming events and relevant activities. Sponsor has the opportunity to share news, educational handouts or other content within this already-scheduled eblast.

Investment: $2,000

Educational Handouts

Members look to DDPG’s website for quality educational handouts to use with clients, another leading member benefit according to our recent DDPG membership survey. Have your educational handout featured for printing and use by our members in the Funded Handouts section of our website for two years.

Investment: Varies, contact DDPG’s Corporate Relations Manager

For more information, please contact Cassie Verdi, Manager, DDPG Corporate Relations, at cverdi@eatright.org.
Awards & Stipends

Support the recognition of esteemed leaders in the field of diabetes and nutrition through our awards program, or support the educational endeavors and career development of our members though our stipends. All award/stipend support includes:

- Recognition in Awards Ceremony program handout.
- Recognition in newsFLASH article announcing winners.
- Recognition in E-update and on the DDPG webpage announcing winners.

<table>
<thead>
<tr>
<th>Award/Stipend</th>
<th>Investment</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications Award</td>
<td>$3,000</td>
<td>Recognize a DDPG member who has published a research article demonstrating the effectiveness of diabetes medical nutrition therapy (MNT) or a review article related to diabetes MNT.</td>
</tr>
<tr>
<td>Legislative Activity Award</td>
<td>$2,000</td>
<td>Fund one scholarship to attend the Academy’s Public Policy Workshop. Awarded to encourage, increase and promote legislative activity by DDPG membership.</td>
</tr>
<tr>
<td>Distinguished Service Award</td>
<td>$5,000</td>
<td>Recognize an individual who has demonstrated leadership and service as a member of DDPG and who has worked toward the promotion of dietetics professionals in diabetes care and the diabetes community.</td>
</tr>
<tr>
<td>Diabetes Educator of the Year Award</td>
<td>$3,000</td>
<td>Awarded to recognize a member who has made significant contributions to the practice of diabetes education and medical nutrition therapy, as well as demonstrated the integration of food and the culinary experience into educational teaching methods.</td>
</tr>
<tr>
<td>Educational Stipends</td>
<td>$3,250</td>
<td>Five $650 stipends are awarded by random drawing to assist five DDPG members in attending an educational program related to pre-diabetes, diabetes education or treatment.</td>
</tr>
<tr>
<td>Speaker Stipends</td>
<td>$3,000</td>
<td>Six $500 stipends are awarded to support the availability of diabetes-related nutrition education opportunities nationally and internationally. This award encourages presentations in under-served communities and provides support to organizations for qualified DDPG members to present diabetes medical nutrition therapy topics at educational meetings.</td>
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Award Recipient Spotlight

Jo Jo Dantone
MS, RDN, LDN, CDE, FAND
Previous DDPG Legislative Activity Award Winner

“Being awarded the DDPG Legislative Activity Award (LAA) meant that I was being honored for that which I had always had passion—politics. It is said that ancient Greeks did not write obituaries. They only asked one question after a man died... Did he have passion?

In reading the criteria for this award, one can surmise that the candidate must have leadership, experience and commitment, but without passion, one will rarely excel in politics—or any other task in life.

So, winning the Legislative Activity Award meant that somewhere along the line my passion lit fires, kindled hope and burned brightly in the eyes of dreamers to further nutrition and diabetes-related legislation. And for that I am truly blessed.”

For more information, please contact
Cassie Verdi, Manager,
DDPG Corporate Relations,
at cverdi@eatright.org.