

2023-2024 Sponsorship Opportunities

The Clinical Nutrition Management (CNM) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics (Academy) includes over 1,300 industry-wide nutrition leaders, decision-makers, and Registered Dietitian Nutritionists. CNM members represent a wide variety of practice settings including, but not limited to, acute care, long term care, ambulatory, private practice, and entrepreneur settings.

This prospectus outlines sponsor and exhibit opportunities including year-round events as well as opportunities to sponsor and/or exhibit at our annual CNM Symposium.

Providing professional development and learning opportunities is an integral part of our DPG strategic plan and considered a valuable benefit of CNM membership. CNM provides these learning opportunities throughout the year via our [annual Symposium](#), [quarterly newsletter](#), [webinars](#), and [E-blasts](#). These initiatives help CNM successfully meet our strategic goals while developing and strengthening the skills and abilities of our nutrition leaders.

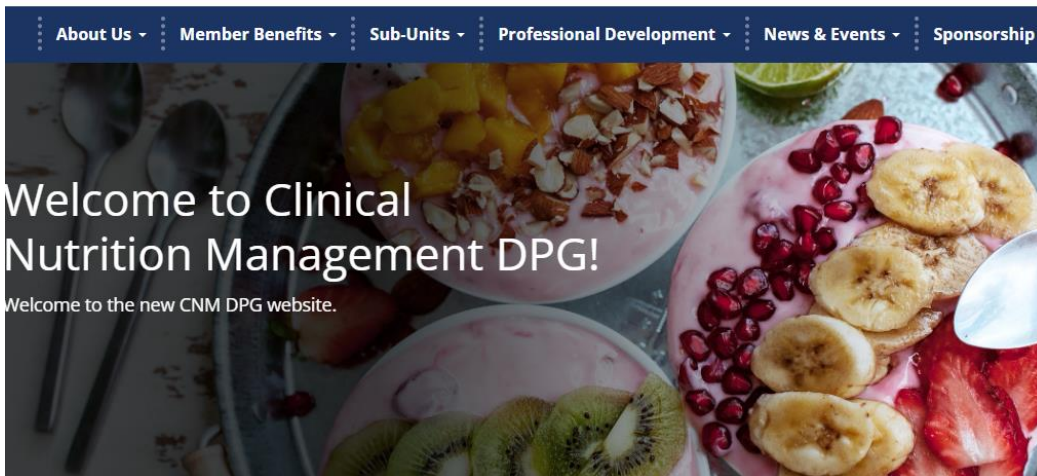
Industry support is critical to CNM. Your support helps us offer beneficial learning opportunities and provide product/service information to our members. This document highlights current sponsorship opportunities. CNM is open to entertain additional opportunities throughout the year (with CNM and Academy approval).

The annual CNM Symposium is CNM's flagship professional development event and one of the highest rated member benefits. Attendance averages approximately 200 leaders from across the country. The symposium focuses on leadership development and cutting-edge information on the latest in evidence-based practice in clinical nutrition, Academy updates, research, and quality management.

Sponsorship of a CNM activity, project, and/or program provides an opportunity to share and strengthen a sponsor's image with industry-wide nutrition leaders. Sponsors are recognized and acknowledged for their contributions to CNM. We are happy to provide additional details on these opportunities and appreciate your consideration. We look forward to establishing strong partnerships with our industry leaders.

Denice Wehausen, MPH, RD
CNM Fundraising Chair
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Year-Round Sponsorship Opportunities



CNM Website:

The CNM website is devoted to providing information and resources for members. Sponsor has an opportunity to place an advertisement, logo placement, and one hyperlink for one (1) year.

Investment: \$500

Future Dimensions

Newsletter: Quarterly publication providing research, quality, and leadership information in addition to professional continuing education (CPEU)

credits in each issue. All editions are posted electronically on the CNM DPG website, which retains advertisements and hyperlinks within PDF indefinitely.

Sponsor is responsible for providing PDF copy (no bleeds), subject to Academy/CNM review and approval.

Investment options (per issue): Full page Advertisement (\$1000); ½ page (\$500); ¼ page (\$300)



Sponsored Member Product Mailing



CNM welcomes the opportunity to send product samples and/or information to all or geographic groups, subject to CNM/Academy review. Product samples and up to three handouts are sent in bulk to the CNM office for mailing. You can include information on providing product feedback or requesting additional samples (this includes a post-mailing email and survey, subject to review). Ideal for new product launches to get your brand in front of influential Registered Dietitian Nutritionists who are decision-makers. We can geographically segment the mailing to a particular area and also segment by a total number of mailings.

Investment: To be determined, based on weight and size of materials to be mailed and number of recipients. Estimated sponsor cost is \$25 –\$50 per recipient.



Webinars: CNM conducts several educational webinars each year.

Webinar – Your Topic

Work with CNM DPG regarding content and speaker of your

choice (subject to CNM DPG/Academy review and approval). This is a great way to highlight specific, science- and/or evidence-based research or service outcomes. The webinar must be educational. Our webinars are promoted to all members via the website, eblast and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slide.

Investment (per webinar): \$3,000 (plus any fees/costs the sponsor directly pays to the speaker)

Webinar – General Sponsorship

CNM developed webinar. Topic aligned with our strategic plan. Support this initiative with your general sponsorship. Our webinars are promoted to all members via the website, eblast, social media and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slide.

Investment (per webinar): Sponsorship Fee: \$1,000

Sponsored Eblasts: Stand-alone eblast dedicated to sponsor content, sent to all CNM members and archived on the website for one year.

- Includes up to 700 words, 2 graphics, 1 logo and 4 hyperlinks.
- Copy is provided by sponsor in Word format and is subject to Academy/CNM review and approval. Copy is placed in to one of CNM’s existing eblast templates.
- Metrics (including open/read rate and click-through rates) available 2 weeks after the launch.

Investment: \$2,000



News You Can Use:

Monthly e-news eblast sent to all CNM members. Sponsor can include content in this already scheduled eblast.

- Includes up to 100 words within the News You Can Use eBlast, one graphic,

sponsor logo and 2 hyperlinks.

- Copy is provided by sponsor in Word format and is subject to Academy/CNM review and approval.

Investment: \$500

All sponsorships must meet the goals of and be consistent with approved programs and projects of CNM DPG and the Academy. Sponsorships require a Letter of Agreement between the sponsor and the Academy of Nutrition and Dietetics on behalf of CNM. All programs and projects are subject to approval of the CNM DPG and the Academy.

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

2024 CNM Virtual Symposium
March 19 and March 26, 2024
Sponsorship/Support Opportunities



In 2024, our virtual event will have the opportunity for sponsorship/support virtual exhibit listing. We encourage you to explore these options with our event app!

The app will be “live” by March 10th and will remain active through May 31, 2024.

Registrants will be prompted to download the app and engage before, during, and after our event. Details regarding the app can be found on the next page.

Sponsorship/support also includes a dedicated section during registration and on our website. Options include

descriptions, logos, website links, and key personnel contact info.

We anticipate that the Virtual Symposium will exceed 350 registrants!

Virtual Symposium Sponsor Opportunities

Sponsorship Opportunity	Sponsor Investment	Sponsor Benefits
Platinum	\$3,000 *1 only available	<ul style="list-style-type: none"> • A 3-minute recorded video that will be available to all attendees on the app. CNM DPG can work with the sponsor to create and record this video by February 22, 2024. • Recognition as we start each session. • Full Symposium registration for up to six company attendees • Half-page advertisement in the CNM Spring 2024 newsletter (copy due March 1, 2024) • App: <ul style="list-style-type: none"> • Up to 3 linked documents (subject to Academy review) • Four push notifications (before and during the sessions) • Sponsorship called out in up to 3 CNM member communications • Contact information for all attendees (as permitted by the attendees) • Listing in the 2023-2024 CNM annual report • Complete metrics report from attendee app usage
Gold	\$1,500 *3 available	<ul style="list-style-type: none"> • Recognition as we start each session. • Full Symposium registration for up to three company attendees • Quarter-page advertisement in the CNM Spring 2024 newsletter (copy due March 1, 2024) • App: <ul style="list-style-type: none"> • Up to 2 linked documents (subject to Academy review) • Three push notifications • Sponsorship called out in up to 2 CNM member communications • Contact information for all attendees (as permitted by the attendees) • Listing in the 2023-2024 CNM annual report • Complete metrics report from attendee app usage
Silver	\$1,000	<ul style="list-style-type: none"> • Recognition as we start each session. • Full Symposium registration for up to two company attendees • Sponsor listing in the CNM Spring 2024 newsletter • App benefits: <ul style="list-style-type: none"> ○ One banner ad and two push notifications • Sponsorship promoted in one CNM member communications (eblasts, social media) • Contact information for all attendees (as permitted by the attendees) • Listing in the 2023-2024 CNM annual report • Complete metrics report from attendee app usage
Bronze	\$500	<ul style="list-style-type: none"> • Recognition as we start each session. • Full Symposium registration for one company attendee • Sponsor listing in the CNM Spring 2024 newsletter • App benefits: <ul style="list-style-type: none"> ○ One push notification and sponsor listing and logo • Sponsorship promoted in one CNM member communications • Listing in the 2023-2024 CNM annual report