

WM DPG SPONSORSHIP OPPORTUNITIES — 2020 - 2021

The Weight Management Dietetic Practice Group (WM DPG) is a diverse network of almost 4,000¹ Registered Dietitian Nutritionists (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTRs) who have a common interest in the prevention, treatment and management of obesity.

MISSION: Empowering members to be the food and nutrition leaders in weight management and lifestyle change.

VISION: Optimizing healthy weight through food and nutrition.

As a sponsor of the WM DPG, your company will gain a strategic advantage in several areas:

- Gain enhanced visibility and work with key leaders in all areas of weight management.
- Strengthen your image with thought-leaders who specialize in weight management policy, research, counseling, teaching, and public advocacy.
- Have access to this target market through the primary member benefit avenues:
 - o *Weight Management Matters* Newsletter (our top voted member benefit due to the readability and usefulness, sent electronically to all members and available on the website)
 - o [Weight Management website](#)
 - o Four electronic mailing lists (EMLs) that target members' areas of expertise (bariatrics, pediatric obesity, coaching, and general)
 - o Continuing professional education programs
 - o Strategic networking events at national and local meetings where opportunities exist for showcasing products, speakers, and materials
- Spotlight your weight management-related products and services

¹ Membership 5/30/2020

WM DPG MEMBER COMMUNICATIONS

Weight Management Matters: The WM DPG Quarterly Member Newsletter

Weight Management Matters



WM DPG member surveys indicate that the newsletter is considered the number one member benefit. The peer-reviewed electronic quarterly publication covers topics important to our members' work and professional development, including articles that provide continuing professional education units (CPEUs).

Members receive four issues per year electronically, and the newsletter is archived on the WM DPG website.

Newsletter advertisements are subject to Academy/WM DPG review and approval.

Newsletter Sponsorship Opportunities:

Sponsor Level	Fee	Benefits/Info
Full-page advertisement	\$5,000	Full-page advertisement (placement TBD) Mention in the "From the Editor" section Website logo placement/link for 1 year Listing in the annual report
Half-page advertisement	\$3,000	Half-page advertisement (placement TBD) Website logo placement/link for 6 months Listing in the annual report
Quarter-page advertisement	\$1,500	Quarter-page advertisement (placement TBD) Website logo placement/link for 6 months Listing in the annual report

General sponsor WM DPG newsletter inserts submission deadlines for review:

Fall 2020 Issue	August 1, 2020
Winter 2021 issue	November 1, 2020
Spring 2020 Issue	February 2021
Summer 2020 Issue	April 15, 2021

For more information, please contact Megan Talkington, RDN, LDN, CWP or Barb Pyper, MS, RD, SNS, FAND.

Member e-News Update



eNews Updates are brief but comprehensive electronic messages sent to all WM DPG members twice monthly to inform them of breaking news, upcoming events, and leadership opportunities.

Content includes up to 150 words, one image or logo and one hyperlink, subject to Academy review and approval. Plan to submit content at least four weeks in advance of publication. Unique content can be submitted for multiple placements.

Sponsor fee:

- \$1,000 for 1 eNews Update
- \$1,900 for 2 [\$950 each]
- \$2,700 for 3 [\$900 each]
- \$3,400 for 4 [\$850 each]

E-blast to WM Members

WM welcomes the opportunity to send a sponsored company eblast. This opportunity includes a stand-alone eblast message (up to 750 words) or a shorter message (up to 300 words) with the option of a link to a survey (5 to 7 questions, subject to WM/Academy review). WM DPG has an average open/read rate of 40% for sponsored eblasts.

Content includes:

- Click-through link to your website with your logo
- Click-through link to a 1-page fact sheet or a click-through link to a short survey (8 or fewer questions, results may not be used in advertising, promotions, press releases or any external communications, results are for internal use only).
- Up to four (4) hyperlinks and three (3) images to be supplied by sponsor.
- Plan to submit content at least four weeks in advance of publication.

Sponsor fee: \$3,000

For more information, please contact Megan Talkington, RDN, LDN, CWP or Barb Pyper, MS, RD, SNS, FAND.

WM DPG Website



[About Us](#) ▾ [Member Benefits](#) ▾ [Of Professional Interest](#) ▾ [Events](#) ▾ [Resources](#) ▾ [Sponsorship](#) ▾



WM DPG features a new, state-of-the-art website that hosts key information for members and consumers. Sponsor information opportunities are now available in a new section of the WM DPG website (under [sponsorship](#)). Posted information includes a sponsor description (up to 75 words, approved by WM DPG/Academy) and a hyperlinked logo, which invites WM DPG members to view your company's website.

This opportunity includes the promotion of the posting on the electronic mailing list (EML) and/or social media at least twice per month.

Sponsor fee:

- 1 month: \$1,000
- 3 months: \$1,500
- 6 months: \$3,000
- 12 months: \$6,000

For more information, please contact [Megan Talkington, RDN, LDN, CWP](#) or [Barb Pyper, MS, RD, SNS, FAND](#).

PROFESSIONAL DEVELOPMENT

Weight Management DPG Webinars



Webinars are conducted eight or more times throughout the year by our professional development team and provide continuing education on weight management-related topics.

Scheduling:

Webinars are typically 1 hour in length, including time for introductions, topic presentation, and Q&A. The preferred days are Tuesday or Wednesday, between Noon ET and 3 p.m. ET

Anticipated Attendance:

Typically 400 – 500 members register for webinars offered at no cost to WM DPG members, with a majority (more than 65%) of registrants attending. All webinars are recorded and posted on the WM DPG website for members to view and receive CPEU for three years after the initial event.

Continuing Professional Education Units (CPEU):

In order to receive approval for CPEU, the webinar must be educational. The webinar cannot be advertorial in nature or include any promotional content. The sponsor will be acknowledged at the beginning and end of the webinar.

WM DPG will submit the applications for CPEU (both live and recorded) to the Academy of Nutrition and Dietetics Center for Lifelong Learning for approval.

All webinars include:

- 1 CPEU per hour; available for three years after event (as a Category 175, self-study activity).
- Hosting on Citrix/LogMein (GoToWebinar) platform with a “live” capacity of 1,000
- Easy registration through WM DPG website
- Option to listen through computer or via telephone
- Webinar handouts available to WM members in advance.
- Moderated and managed by WM DPG

Sponsorship includes:

- Sponsor name listed on promotional materials, including:
 - Inclusion in bi-weekly member eblasts prior to the event (at least 3 announcements); additional promotion via the website and electronic mailing list.
 - Sponsor name/logo on the website sponsor page for three months after the event
 - Listing in the annual report.

Sponsor fee: \$4,000.00 (sponsor topic, sponsor covers speaker costs) or \$2,000 (WM topic)

For more information, please contact Megan Talkington, RDN, LDN, CWP or Barb Pyper, MS, RD, SNS, FAND.