

2025-2026 WM DPG SPONSORSHIP AND ADVERTISING OPPORTUNITIES

The Weight Management Dietetic Practice Group (WM DPG) is a diverse network of over 2,600 Registered Dietitian Nutritionists (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTRs) who have a common interest in the prevention, treatment and management of obesity in various practice settings, including clinical and community.

MISSION: Empowering members to be the food and nutrition leaders in weight management and lifestyle change with a focus on health and well-being.

VISION: Qualified members supporting those seeking weight management for improved quality of life.

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 Regularly scheduled member e-updates and news.
 - o *Weight Management Matters* Newsletter, 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 (metabolic and bariatric surgery, pediatric obesity, coaching/wellness, and general weight management)
 - o Continuing professional education programs
 - o Strategic networking events at national and local meetings where opportunities exist for showcasing products, speakers, and materials
- Opportunities to spotlight your weight management-related products and services.

Be sure and check our new opportunities – virtual focus groups and our back-by-popular-demand virtual Symposium!

For more information, please contact [Melissa Majumdar, MS, RD, CSOWM, LDN](#) or [Barb Pyper, MS, RD, FAND](#).

2026 Virtual Conference Sponsorship Opportunities

We invite you to support our Virtual Conference!

Our sixth annual virtual symposium is a great opportunity to support the DPG.

Deliverables:

- Identified as a Virtual Conference supporter in promotional materials (including eblasts, invitations and social media)
- Opportunity to provide a one-page handout or reference sheet to be sent to all registrants who opt-in to receive sponsor materials.
- Up to 4 complimentary registrations.
- Recognition in Weight Management DPG's annual report



We anticipate having 300+ registrants for the symposium this year.

Sponsorship = \$500.00

For more information, please contact Melissa Majumdar, MS, RD, CSOWM, LDN or Barb Pyper, MS, RD, FAND.

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:

| Advertising Level | Fee | Benefits/Info |
|----------------------------|---------|---|
| Full-page advertisement | \$2,000 | 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 | \$1,000 | Half-page advertisement (placement TBD) Website logo placement/link for 6 months Listing in the annual report |
| Quarter-page advertisement | \$500 | Quarter-page advertisement (placement TBD) Website logo placement/link for 6 months Listing in the annual report |

General advertising WM DPG newsletter inserts submission deadlines for review:

| | |
|-------------------|------------------|
| Winter 2026 issue | November 1, 2025 |
| Spring 2026 Issue | February 1, 2026 |
| Summer 2026 Issue | May 15, 2026 |
| Fall 2026 Issue | August 1, 2026 |

For more information, please contact Melissa Majumdar, MS, RD, CSOWM, LDN or Barb Pyper, MS, RD, FAND.

Member e-News Update



eNews Updates are brief but comprehensive electronic messages sent to all WM DPG members monthly to inform them of breaking news, upcoming events, and leadership opportunities. WM DPG has an average open/read rate of 60% for sponsored eblasts.

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.

Advertising 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.

Advertising fee: \$3,000

For more information, please contact Melissa Majumdar, MS, RD, CSOWM, LDN or Barb Pyper, MS, RD, FAND.



About Us ▾ Member Benefits ▾ Of Professional Interest ▾ Events ▾ Resources ▾ Sponsorship ▾



WM DPG's website hosts key information for members. 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 once per month.

Advertising fee:

1 month: \$500
3 months: \$1,000
6 months: \$1,500
12 months: \$2,500

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Focus Group Opportunities:

A purple graphic with a large white speech bubble on the right containing a photo of five people (three women and two men) sitting around a table, looking at a laptop. On the left, white text reads: 'Your Company Logo' (with a speech bubble icon), 'Focus Group Discussion', 'Express, Learn, and Grow Together!', 'Date TBD' (with a calendar icon), 'Time TBD' (with a clock icon), 'Join us virtually from anywhere!', a 'Register Now' button, and 'www.wmdp.org' (with a globe icon).

Your Company Logo

Focus Group Discussion

Express, Learn, and Grow Together!

 Date TBD

 Time TBD

Join us virtually from anywhere!

Register Now  www.wmdp.org

Interested in presenting your product/service information to Weight Management DPG members or gathering feedback for development? Consider these new opportunities!

Executive Committee Virtual Focus Group

- 45 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact with key influential leaders and decision makers in the nutrition and healthy aging community
- Interactive discussion and conversation during the session
- Opportunity to send a follow-up survey to participants (up to 7 questions, subject to WM/Academy review and approval)

Sponsorship: \$750

Weight Management DPG Member Virtual Focus Group

- 45 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact with Weight Management DPG members invited to participate (up to 50)
- Interactive discussion and conversation during the session
- Opportunity to send a follow-up survey to participants (up to 7 questions, subject to WM/Academy review and approval)

Sponsorship: \$1,000

For more information, please contact Melissa Majumdar, MS, RD, CSOWM, LDN or Barb Pyper, MS, RD, 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 up to three years after the initial event.

Continuing Professional Education Units (CPEU):

In order to receive approval for CPEU, the webinar must be educational and evidence-based. The webinar cannot be advertorial in nature or include any promotional content. We are aligned with the new Commission on Dietetic Registration (CDR) guidelines.

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 an “enduring” activity).
- Hosting on the Zoom webinar 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.
 - The option to provide up to 3 handouts (subject to review) that will be sent to all registrants who opt-in to receive sponsor information.
 - Listing in the annual report.

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

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