

Food & Culinary Professionals

a dietetic practice group of the
 Academy of Nutrition
and Dietetics

Food and Culinary Professionals Dietetic Practice Group Sponsorship Prospectus June 2021 – May 2022

Reach an Influential Group of
Nutrition and Culinary Leaders in the Dietetics Profession.

Are you seeking opportunities to showcase your brand with food editors, chefs, or Registered Dietitian Nutritionists (RDNs) involved in areas that include media, food safety, restaurants, supermarkets or agriculture?

Then you have come to the right place. The Food and Culinary Professionals (FCP) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics is the premier culinary organization for food and nutrition professionals and one of the larger practice groups within the Academy. With over 2,100 members (including over 160 student members), FCP leads culinary education and the promotion of food and culinary initiatives within the dietetics profession.

Our 2021-2022 sponsorship platform offers many exciting opportunities for industry sponsorship with our influential organization. Opportunities include:

- ✓ Participation in special events that highlight your products, messaging and services.
- ✓ Branded advertisement in our member newsletter, *Tastings* (published up to four times per year), as well as our monthly e-update, *On the Menu*, to expand your message.
- ✓ Targeted messages to one or more of our sub-specialty groups (*see page 5*).
- ✓ Lectures, seminars, webinars and experiential learning activities with a focus on food, nutrition and cuisine that provide opportunities to put your product to work.
- ✓ Popular recipe contests, which offer a way to build relationships with our members and subgroups by leveraging nutrition through grocery, retail, restaurant, hospitality, foodservice, agriculture and food safety specialties. Results-focused surveys that gather member feedback to measure your messages.
- ✓ Social media opportunities to strengthen your outreach.
- ✓ Face-to-face opportunities to meet with FCP leadership.

Please review the general sponsorship guidelines on Page 8.

2021 – 2022 Sponsorship Opportunities

FCP offers a variety of sponsorship opportunities and will work with you to customize a level of sponsorship to create a win-win partnership. We're confident you'll find the right level and mix of opportunities to meet your marketing needs.

Member Education

FCP offers sponsors the opportunity to underwrite one-hour, online, science-based educational webinars. Sponsors may customize the webinar content and select speakers on an agreed upon topic (subject to review), while FCP fully manages the promotion and implementation. Average registration for the webinars ranges from 225 – 400 participants. Anyone may attend our "live" webinars at no charge.

All FCP members have access to handouts, the webinar recording and CPEU at no charge. (Non-members may purchase access to the webinar via the Eatright online store). The recorded webinar is also available for self-study, expanding the "reach" of the webinar content for three years after the "live" event.

Sponsors will provide a proposed topic, description and speaker information for preliminary review. Once approved, a date and timeline for the webinar will occur.

- Sponsor name is included in email promotions, in the educational event listing and at the start and end of the webinar
- Notes/slides and the recorded webinar are posted in the members' only section of our website
- Educational event summary is publicized in *On the Menu*, with sponsor attribution
- There is social media promotion of the webinar, including Facebook and Twitter, with specific mention of sponsorship
- Sponsor logo and speaker recognition included at the start of the webinar

Sponsorship Fee: Webinar - \$4,000 (excluding speaker costs)

Sponsored Member Product Mailing

FCP welcomes the opportunity to send product samples and/or information to selected subgroups or geographic groups (or a combination), subject to FCP/Academy review. Product samples and handouts are sent in bulk to the FCP Office for mailing. You are able to include information on providing product feedback or requesting additional samples. This opportunity is ideal for new product launches to get your brand in front of influential Registered Dietitian Nutritionists.

Sponsorship Fee: To be determined, based on weight of materials to be mailed and size of distribution group, as well as whether a post-mailing survey is sent to recipients.

Estimated sponsor cost is \$25 –\$50 per recipient.

Website-based Sponsored Resources

FCP welcomes the opportunity to post your logo with a click-through to your website, along with up to three (3) additional resource links, subject to FCP/Academy review. This includes specific links on our Facebook page and on Instagram. These resources can be posted on our sponsor page or in a designated area associated with each of our subgroup (restaurant/retail, food safety, supermarket and agriculture) resource pages.

Sponsorship Fee: \$1,000

Recipe Contest

If you are interested in a recipe contest, we can begin planning for October 2021 and beyond!

FCP offers the opportunity to sponsor a recipe contest open to FCP members, subject to FCP/Academy approval.

- Sponsor works with FCP regarding contest details, focus, theme and rules
- FCP manages the implementation and contest execution, including finalist recipe testing
- As the sponsor, you select the winning recipe(s)
- The number of recipe entries submitted varies according to the parameters of the contest, and generally ranges between 50 and 100. The sponsor receives all submitted recipes and owns the rights to them

In addition to receiving all submitted recipes developed by exceptional professionals, other benefits include:

- FCP develops and posts a short recipe contest orientation video recording. The recording is posted both on Facebook and the FCP website (as well as promotion via Twitter) and will serve as a contest orientation and inspiration.
- Sponsor branded products used in submitted recipes.
- Opportunity to provide content for one dedicated eblast announcing the contest and include up to two links to the sponsor's website (valued at \$3,000).
- Recipe contest winners will be announced via FCP eblast and on social media channels.
- Opportunity to market directly to the members via a second sponsored eblast after the contest winners are announced.
- Sponsor name included in multiple channel promotions, including Facebook, Twitter, Instagram, our five electronic mailing lists and our monthly *On the Menu* e-updates. These promotions are both throughout the contest submission period and in announcing the contest winners.
- Sponsor name and logo included in the sponsorship section on website and in all promotional materials.

Sponsorship Fee: \$15,000 (excluding expenses related to prizes and awards that the sponsor provides directly to recipe contest winners)

FCP provides up to four (4) contest opportunities per year.

FCP 2023 Culinary Workshop

Every other year, FCP conducts a 2+ day culinary workshop. We anticipate that we will be in Napa at Copia in March 2023.

If you are interested in learning more about workshop sponsorship, let us know. Specific sponsorship opportunities will be available by April 2022.

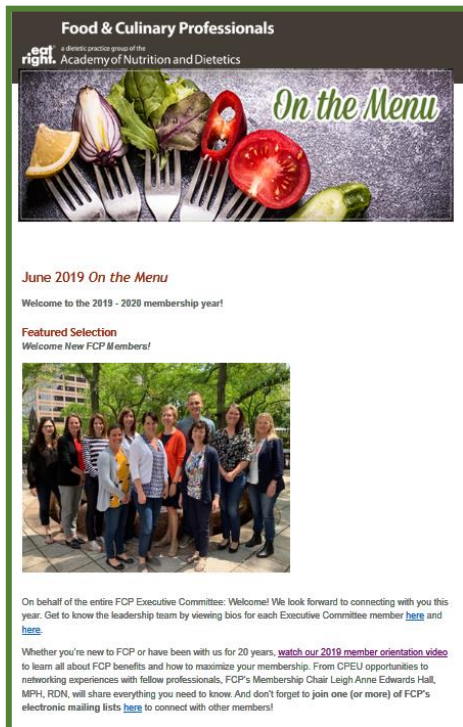
FCP 2022 Virtual Culinary Workshop

We'll be providing sponsor opportunities for our March 2022 Virtual Workshop by September 2021!

Member Communications

FCP offers a variety of communication vehicles to reach members. Whether it is outreach to our entire membership or a sub-specialty group, we can tailor a program to meet your needs. Membership in the sub-specialty groups includes supermarket/retail (527), restaurant/hospitality (475), food safety (466) and agriculture (396). (4/15/20)

NOTE: FCP limits sponsored eblasts to 2 per month, with a possible 3rd to a sub-group. Check with us on availability. All information is reviewed and approved by FCP and the Academy.



On the Menu (E-Newsletter) Sponsorship

Each month, FCP sends an e-update to all members (approximately 2,100). Sponsorship of a monthly e-update includes:

- Logo and content (up to 250 words) with click-through to your website
- Click-through link to a 1-page fact sheet or opportunity to link to a subscription sign-up (subject to FCP/Academy review/approval)
- Receipt of metrics report (open/read rate and click-through rate by link)

The monthly e-updates are permanently archived on the member side of our website. The average read rate is 35 – 40%.

Sponsorship Fee: \$2,000

On the Menu (E-Newsletter) Abbreviated Sponsorship

Each month, FCP sends an e-update to all members (approximately 2,100). Abbreviated sponsorship of a monthly e-update includes:

- Logo and content (up to 100 words) with click-through link to your website
- Receipt of metrics report (open/read rate and click-through rate)

The monthly e-updates are permanently archived on the member side of our website. The average read rate is 35 – 40%.

Sponsorship Fee: \$750

Tastings Newsletter Educational Insert

Tastings quarterly, digital newsletter provides an opportunity to include an educational insert.

- Insert is a stand-alone 1-page, 2-sided PDF posted with the newsletter and referenced in all newsletter release information
- The insert must include a web address and references and is reviewed and approved by FCP and the Academy

Sponsorship Fee: \$3,000


Tastings Newsletter Advertisement

Tastings quarterly, digital newsletter provides an opportunity to include either a ¼-page or ½-page advertisement.

- Advertisement is reviewed and approved by FCP and the Academy
- Copy must be sent ready to insert

Sponsorship Fee: \$750 (1/4 page), \$1,500 (1/2 page)


Member Communications (continued)



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Healthy Eating in the New Year: Shopping and Cooking Tips with California Walnuts

As the holiday festivities come to a close, don't put away those nutcrackers just yet. Walnuts are a nutrient-dense snack with the versatility to deliver great flavor and even greater healthful benefits in the New Year and beyond. Resolve to include walnuts in your daily diet with some of these shopping and cooking tips to ensure you have smart ingredients, such as walnuts, to cook up a better you.



- **Make a plan:** Planning meals for the week before you go grocery shopping is a great way to eliminate the risk of impulse junk food purchases. Write up a healthy list and stick with it! Consider recipes on walnuts.org as a resource for planning healthy, delicious meals with walnuts.
- **Never go hungry:** Allowing yourself to get famished before mealtime only sets you up for overindulgence. Grab a hefty bag of walnuts at the store and portion out into one-ounce servings to keep on hand for convenient snacking. Walnuts not only help to keep your appetite in check, but research found in BMC Medicine examines the consumption of nuts, including walnuts, and the reduction of all-cause mortality.
- **Reach for the Rainbow:** After you've added walnuts to your cart, which are often found in the produce section nowadays, spend the rest of your produce-shopping time challenging yourself to get a rainbow-colored assortment of fruits and vegetables. Each color provides unique nutrients for your smart menu, so brighten up your meal plan with an array of colors.

You are receiving this eblast as part of a California Walnut Board agreement to support FCP programs and activities.

Sponsored Eblast Message or Survey – All FCP Members

FCP welcomes the opportunity to send a sponsored company eblast. This opportunity includes a stand-alone eblast message (up to 500 words) or a shorter message (up to 200 words) with a link to a survey subject to FCP/Academy review/approval. The survey results must be shared with FCP/Academy and for internal company use only.

- 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). (Both subject to FCP/Academy review and approval)
- Specific reference on FCP's Facebook page
- Receipt of metrics report (open/read rate and click-through rate)

Sponsorship Fee: \$3,000

Sponsored Eblast Message or Survey – One FCP Sub-Specialty Group

FCP welcomes the opportunity to send a sponsored company eblast, subject to FCP/Academy review. This opportunity includes a stand-alone eblast message (up to 500 words). Survey results must be shared with

FCP/Academy and for internal company use only. While there is not a significant cost savings to conducting a targeted e-blast due to the administrative time involved in the customization, it does provide an opportunity to customize messages to target a specialty group. The average read rate is 30 – 34% with a click-through rate of 25 – 30%.

- Click-through link to your website with your logo
- Click-through link to a 1-page fact sheet (subject to FCP/Academy review and approval)
- Receipt of metrics report (open/read rate and click-through rate)

Sponsorship Fee: \$2,000

Sponsored Eblast Message or Survey – Customized Header

If you would like your eblast to have a custom header (provided by you), this is your opportunity!

FCP welcomes the opportunity to send a sponsored company eblast. This opportunity includes a stand-alone eblast message (up to 500 words) or a shorter message (up to 200 words) with a link to a survey subject to FCP/Academy review and for internal company use only.

- 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). (Both subject to FCP/Academy review and approval)
- Specific reference on FCP's Facebook page
- Receipt of metrics report (open/read rate and click-through rate)

Sponsorship Fee: \$4,000 (all members), \$3,000 (1 subgroup)

New! Connect with FCP Members via a Virtual Focus Group and/or Advertising Opportunity!



Interested in presenting your product/service information to FCP DPG members? Consider these new opportunities!

Executive Committee Virtual Focus Group

- 30 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 food and culinary community
- Interactive discussion and conversation during the session

- Opportunity to send a follow-up survey to participants (up to 7 questions)
Sponsorship cost: \$750

Food and Culinary Professionals DPG Member Virtual Focus Group

- 30 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact with Food and Culinary Professionals DPG members invited to participate (up to 100)
- Interactive discussion and conversation during the session
- Opportunity to send a follow-up survey to participants (up to 7 questions)
Sponsorship cost: \$1,000

Sponsorship Guidelines

FCP works with food companies and other organizations to develop opportunities that deliver credible, science-based food, nutrition and health messages to consumers and to Academy members.

FCP sponsors are limited to those who promote products and services that support the advancement of the food, nutrition and culinary profession. FCP is in alignment with the Academy's sponsorship approval requirements which include:

- The sponsor's vision and mission align with the Academy's Vision, Mission and Strategic Goals.
- The sponsor's product portfolio is broadly aligned with the Academy's Vision: A world where all people thrive through the transformative power of food and nutrition
- The sponsor relationship and sponsor product portfolio are broadly aligned with official Academy positions.
- All aspects of the sponsorship (such as research, consumer messaging or professional education for members) align with the Academy's Scientific Integrity Principles.
- The Academy does not endorse any company, brand or company products, nor does the Academy's name or logo appear on any product. Such endorsement is neither actual nor implied.
- The Academy maintains final editorial control and approval of all content in materials bearing the Academy name or logo.
- There is clear separation of Academy messages and content from brand information or promotion.

All opportunities developed will be reviewed in detail for conformance with sound evidence-based science and with FCP member needs and the Academy's positions, policies and philosophies.

FCP/Academy maintains editorial control and final approval of all materials associated with sponsored programs and materials.

Sponsors making product statements of properties, performance, nutrient values, beneficial results, etc., should be such that they can be verified by adequate data available in well-accepted, peer-reviewed literature, which is subject to FCP/Academy approval.

Contacts for Sponsorship Opportunities

- Sheila Weiss, RD, FAND, FCP Sponsor Chair, sheilacweiss@gmail.com, 202-664-4717
- Barb Pyper, MS, RD, SNS, FAND, FCP Executive Director, fcp@quidnunc.net, 206-935-5104

About FCP

In 1997, a food-savvy network of registered dietitians formed FCP, a specialized professional group within the Academy of Nutrition and Dietetics. Today, this dynamic group is a driving force in promoting culinary expertise among its own members.

FCP has hosted celebrity chefs, such as Alan Wong, Joanne Weir, Rick Bayless and Sara Moulton, at the Academy's annual Food & Nutrition Conference & Expo™ (FNCE®) drawing record-breaking attendance. At the forefront of innovative seminars, workshops and classes, FCP helps food and nutrition professionals hone their professional skills by offering educational events at the Culinary Institute of America - Greystone, the Washburne Culinary Institute – Chicago, Scottsdale Culinary Institute, The Art Institute of Colorado and other prestigious cooking schools. Additionally, the FCP quarterly newsletter, *Tastings*, our active electronic mailing list and monthly educational forums help members stay on top of culinary trends in addition to nutrition and food science. FCP offers an annual international educational trip which has toured Spain, Thailand, France, Greece, Mexico, Ireland, Argentina, England, Sardinia, Chile, Italy, Hungary and Budapest. In 2022, we will tour the Scandinavian countries.

Highly visible in the culinary community, FCP members are active in several organizations, including the American Culinary Federation and the International Association of Culinary Professionals.

FCP's diverse and influential members include:

- Chefs
- Culinary educators
- Family and consumer sciences educators
- Food and beverage directors
- Food editors from top-ranked consumer magazines
- Food scientists and researchers
- Food writers and cookbook authors
- Public relations executives
- Retail, manufacturer and restaurant consultants
- Sales and marketing professionals
- Television reporters

Sub-specialty groups within FCP include supermarket/retail (527 members), restaurant/hospitality (475 members), food safety (466 members) and agriculture (396 members). (5/23/18)

Our Mission

Empower members to be the nation's food, culinary and nutrition leaders.

Our Vision

Optimizing the nation's health through food and nutrition.

About the Academy of Nutrition and Dietetics

Today, the Academy has over 100,000 credentialed practitioners — registered dietitian nutritionists, dietetic technicians, registered, and other dietetics professionals holding undergraduate and advanced degrees in nutrition and dietetics, and students — and is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy.