

Nutrition Entrepreneurs

a dietetic practice group of the
 American Dietetic
Association

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Nutrition Entrepreneurs

Experts in the Business of Nutrition

2010–2011

Sponsorship Opportunities

Nutrition Entrepreneurs (NE) offers a stellar opportunity to reach thousands of influential nutrition professionals who, in turn, reach millions of consumers. Showcasing your products and services to NE members is a win-win opportunity. Whether you target consumers, professionals, or both, NE members are on the front lines of communications with YOUR customer!

NE offers a variety of sponsorship opportunities. We look forward to teaming up with you and your company to build a strong, mutually-beneficial partnership. All sponsorship options are available “a la carte” or we will be glad to put together a customized package that offers these opportunities at a special “package” rate.

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Nutrition Entrepreneurs (NE) is a Dietetic Practice Group (DPG) of the American Dietetic Association (ADA). NE is a dynamic group of 3,100+ nutrition professionals who are experts in the business of nutrition and who are “movers and shakers” among nutrition professionals.

NE members shape the future of dietetics by pursuing innovative and creative ways of providing nutrition products and services to consumers, industry, media and businesses. Our mission is to help members achieve their professional and financial potential by providing the tools to build and maintain successful nutrition-related businesses. NE has six dynamic specialty groups: Authors, Coaches, Corporate Health, Internet & Business Technology, Private Practice, and Speakers.

Nutrition Entrepreneurs’ members influence consumer awareness and perception through multiple mediums. These cutting-edge professionals:

- Counsel and coach individuals, groups and athletic teams
- Consult to doctors’ offices, healthcare organizations, community and public health agencies, schools, fitness clubs, restaurants, food and pharmaceutical companies, advertising and PR agencies, trade and professional associations
- Author books
- Write magazine articles, newspaper columns, website content and educational publications
- Conduct corporate and worksite wellness programs
- Deliver public speaking presentations to consumers and business audiences
- Appear on television shows, radio programs and web-casts
- Manage publicity, press and media relations
- Represent companies and product lines as spokespersons
- Plan and execute marketing, public relations and educational campaigns
- Develop and design software and education tools

Ventures Newsletter

The **Ventures** newsletters are one of NE's most valuable member resources, reaching 3,100+ people. **Ventures'** articles provide advice from the industry's top entrepreneurs. This very popular newsletter is published quarterly.

Prices for advertising per issue:*

One page insert	\$1,500
\$5,000 (save \$1,000)	
Full page (7½" x 10")	\$1,000
(save \$500)	
Half page (7½" x 4¾" or 3½" x 10") ..	\$ 500
Quarter page (3½" x 4¾")	\$ 250
Eighth page (3½" x 2½")	\$ 200

Prices for advertising in 4 issues:

.....	One page insert	
.....	Full page	\$3,500
.....	Half page	\$1,500 (save \$500)
.....	Quarter page	\$ 750 (save \$250)
.....	Eighth page	\$600 (save \$200)

*25% discount for NE members. : To receive the 25 percent member discount, products or services advertised must be wholly owned or copyrighted by the NE member.

Complete advertising guidelines available at:
<http://www.nedpg.org/sponsor/index.asp>

NE E-blasts

- Monthly email to all NE members
- Sponsorship includes one sentence thank you on e-blast

Sponsorship Levels:

One e-blast	\$ 50
Three e-blasts	\$100 (save \$50)
Six e-blasts	\$200 (save \$100)
Twelve e-blasts	\$350 (save \$250)

NE Website

NE's website has over 6,000 unique visitors each month. The website includes membership information and benefits, educational programs, meetings and events, products and services provided by NE members, member directory, professional resources and much more. Expose your company logo and link to our website visitors and subscribers.

Sponsorship Levels:

One month	\$ 500
Three months	\$1,000 (save \$500)
Six months	\$2,000 (save \$1,000)
Twelve months	\$3,750 (save \$2,250)

NE Mini-Meetings

NE mini-meetings are held around the country to provide the opportunities to network, obtain advice and socialize with NE colleagues. We have four sponsorship levels for regional mini-meetings:

Level 1: \$100 for NE member sponsors includes recognition and thank-you at the meeting.

Level 2: \$250 includes recognition and thank-you at the meeting. Free product samples and/or literature may be distributed and a sponsor representative may attend.

Level 3: \$500 includes recognition and thank-you at the meeting. Five-to-ten minute presentation may be made at the mini-meeting as well as free product samples and/or literature distributed and a sponsor representative may attend.

Level 4: \$1,000 sponsorship for larger regional all-day meetings. Includes recognition and thank-you at the meeting. Five-to-ten minute presentation may be made at the mini-meeting, as well as free product samples and/or literature distributed and a sponsor representative may attend.

NE Webinars

NE webinars are open to all NE members, the entire membership of the American Dietetic Association, currently with 70,000 members, and even beyond ADA to other interested health professionals.

Sponsorship includes a three-minute opportunity for you to present at the end of each webinar. Past and upcoming webinars include:

Chart Your Career: Critical Steps to Getting Places in Your Career held March 22, 2010. Led by Teresa Pangan, PhD, RD, Principal of Webnoxious and Co-owner of Feed Your Career.

Blogging and Beyond: Using Social Media to Market Your Services, Build Your Personal Brand on April 27, 2010. Led by Janet Helm, MS, RD, Chief Food and Nutrition Strategist, North America, Weber Shandwick; Blogger, Nutrition Unplugged; and Liz Weiss, MS, RD, author, blogger *Meal Makeover Moms' Kitchen*.
Sponsor: Dietz and Watson

The Mediterranean Diet on June 9, 2010. Led by Keri Gans, MS, RD, CDN, and Carla McGill, PhD, RD, MT.
Sponsor: Welch's

The Value of National Speakers Association (NSA) and Toastmasters on September 23, 2010.

Sponsorship Levels:

With presentation \$2,500

Without presentation \$1,000

according to program deadlines and venue requirements).

Sponsorship Levels:

Executive Committee Meeting \$2,500

NE Awards

- Outstanding Nutrition Entrepreneurs Award
- NE DPG Professional Development Dietetic Student Award

These two awards will be presented at NE’s Networking Reception at the ADA Food & Nutrition Conference & Expo (FNCE) 2010. Award sponsors are acknowledged with logo or name on NE award, during the Networking Reception, in the *Ventures* newsletter and on the NE website.

Sponsorship Levels:

Outstanding Nutrition Entrepreneurs Award \$1,000

NE DPG Professional Development Dietetic Student Award \$1,650

NE Executive Committee Meetings

- Annual NE Executive Committee (EC) Meeting held at FNCE 2010
- Midyear NE EC Meeting held in April or May; location to be arranged

Sponsorship includes a five-minute presentation at one NE EC meeting, interaction with NE leadership, dissemination of literature, signage in the room, and new product samples (if provided



FNCE Events

NE Networking Event

Place: The Exchange Conference Center on Fish Pier
212 Northern Avenue
Boston, Massachusetts

Date: Saturday, November 6, 2010

Time: 6:30–9:30 p.m.

Sponsorship includes a three-minute presentation at the event, dissemination of product samples and literature at the event, verbal recognition at the event, written thank-you on the NE website and in the Winter *Ventures* issue, and written recognition on event program.

Sponsorship Level:

NE Networking Event \$5,000



networking to NE members with a focus or interest in providing wellness and MNT directly to employees with services reimbursed by corporate endorsement.

Speakers: Shares their experiences and helps members improve their speaking and marketing skills.

Coaches: Provides a forum for NE members to remain state of the art in the issues relevant to the RD as Coach.



FNCE Events NE Specialty Groups

Internet and Business Technology:

Assists NE members with an interest in increasing their presence on the Internet. This might include using the web to generate business to improve client communication or involvement in commercial websites to improve the quality and accuracy of information communicated.

Authors: Shares information and provides guidance to their peers and aspiring authors. Through email communication, authors have easy access to mentors who can help them write and promote their books and enhance their writing careers.

Private Practice: Provides NE members with support and networking for those interested or already practicing as nutrition therapists.

Corporate Health: Provides support and

NE Specialty

Groups at FNCE 2010:

- **Internet and Business Technology, Authors, and Private Practice** will meet on Sunday, November 7, 2010 at 6 – 7 p.m. with speaker, Janet Helm, MS, RD, Chief Food and Nutrition Strategist, North America, Weber Shandwick: Blogger: Nutrition Unplugged followed by a one-hour breakout session.
- **Corporate Health, Speakers, and Coaches** will meet on Monday, November 8, 2010 at 6 – 7 p.m. with speaker, Margaret Moore, BSc, MBA, Chair of Wellcoaches followed by a one-hour breakout session.

Sponsorship includes verbal recognition at the event, signage in the room, dissemination of literature, written thank-you on the NE website and in the Winter Ventures issue, and written recognition on



event program.

Sponsorship Levels:

One event. \$1,500

**NE Annual Sponsorship
Package**

Two events \$2,500 (save
\$500)

\$18,475

Receive 15% discount.
Actual value is \$21,750.

Includes:

- One page insert, 4 issues *Ventures* \$ 5,000
- Recognition 12 e-blasts to entire NE membership\$ 350
- Logo/link on NE website for 12 months\$ 3,750
- EC meeting sponsorship\$ 2,500
- FNCE event sponsorship (see next column)\$10,150
- Total package value\$21,750

**NE FNCE Sponsorship
Package**

\$8,625

Receive 15% discount.
Actual value is \$10,150.

Includes:

- Member Networking Reception . \$ 5,000
- Specialty Group Meetings \$ 2,500
- Outstanding Nutrition Entrepreneurs Award \$ 1,000
- NE Professional Development Dietetic Student Award \$ 1,650
- Total package value \$10,150