

# Nutrition Education for the Public

a dietetic practice group of the  
 Academy of Nutrition and Dietetics

## Nutrition Education for the Public Dietetic Practice Group

Nutrition Education for the Public Dietetic Practice Group (NEP DPG) is a dynamic group dedicated to empowering individuals to make healthy food and lifestyle choices. Recognized as experts who effectively translate complex nutrition research into useful strategies for success, the members of NEP are uniquely positioned to meet the needs of diverse populations.

The NEP has 800-900 members and the reach of members is great. Each NEP member has the potential to reach thousands to millions of consumers each year through their roles as educators in community, clinical, and university settings; consultants and private practice counselors; food and nutrition managers; or research scientists. Committed to a standard of excellence, NEP members successfully network with other health care professionals, industry representatives and government agencies to stay on the cutting edge of innovations in nutrition information and keep nutrition in the forefront.

## Sponsorship and Recognition Opportunities

We invite you to support the activities of the vibrant NEP DPG through sponsorship and advertising opportunities\* individually tailored to your needs. These include:

### Educational Activities:

- ◆ Sponsored Webinars (Webinars provide access to experts teaching current information)
  - Sponsor's Topic-----\$2000
  - General Sponsorship-----\$1000

### Joint sponsorship of Nutrition Education for the Public DPG Awards:

- ◆ NEP Award of Excellence-----\$2000 (one award)
- ◆ Outstanding NEP Member Award----- \$1000/per award
- ◆ Student Scholarships (for FNCE® attendance, 3/year)----- \$1000/per award (fully funded by sponsor)
  - Sponsorship includes sponsor representative presenting awards with NEP DPG Chair at FNCE®; recognition in **Networking News** (NEP DPG newsletter), in promotional materials in print and email; and placement of logo on NEP DPG web site for the year.
  - NEP FNCE® Sponsors must also be FNCE® Exhibitors. All FNCE® contracts must be finalized by August 31, 2018.

**Advertising:** (all advertising is subject to review and approval by the Academy)

- ◆ Website (logo and link to sponsor’s website on NEP DPG website)
  - Viewable for 6 months -----\$800
  - Viewable for 1 year -----\$1500
- ◆ E-blast (i.e. introduction to new sponsor resources, survey of members, etc.) Logo & hyperlink to sponsor’s website included, up to 750 words, with up to 4 images and 4 hyperlinks.
  - 1 E-blast - \$400                      ○ 2 E-blasts - \$700                      ○ 3 E-blasts - \$1000
- ◆ Newsletter advertising (Three *Networking News* newsletters/year provide timely information of interest to members and are archived on the NEP website)
  - Full page color insert-----\$1000
  - Half-page color insert-----\$500
  - Quarter-page color insert-----\$250
  - Eighth page color insert -----\$125
  - Sponsorship of an issue – \$1500 with full page color insert and website recognition.

**Conferences and Meetings\*:** (Opportunities listed below for increased sponsor visibility)

- ◆ Leadership Team Meeting, FNCE® 2018\* ----- \$1000
- ◆ Leadership Team Spring Retreat, Spring 2018\*-----\$1000

\*Meeting sponsorship will consist of the opportunity to speak at the meeting for 10 minutes and present samples, and sponsorship acknowledgment on the NEP website for 3 months.

- ◆ Food & Nutrition Conference & Expo™2018 Networking Event, Washington, D.C.

	Gold \$3500	Silver \$2500	Bronze \$1500
Website link from NEP DPG to sponsor’s website	One year	6 months	3 months
Half page ad in <i>Networking News</i>	2 issues	1 issue	1 issue
Sponsorship acknowledgement in E-blast	3 times	2 times	1 time
Tabletop exhibit at FNCE® Networking Event	Yes	Yes	Yes

**\*All sponsorship materials and opportunities are subject to the Academy of Nutrition and Dietetics and NEP Leadership approval. All sponsors for FNCE events must be exhibitors at the FNCE Expo.** All FNCE® contracts must be finalized by August 31, 2018.

**Please contact the NEP DPG External Funding Chair for more information:**

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