



## California Academy of Nutrition and Dietetics Coastal Tri-Counties District

Thank you for your interest in being a sponsor of and/or donor to the California Dietetic Association- Coastal Tri-Counties District (CAND-CTC). Throughout the year there are marketing and company recognition opportunities at our meetings, on our social media platforms (email communications, website and Facebook), and in our newsletters.

Companies and organizations like yours have several ways to market products and services to our membership and its wider audience. We offer several sponsorship levels as well as opportunities to donate samples, coupons, and product information for our yearly activities and meetings. Our CAND-CTC members are food, nutrition and health experts. They love learning about new products and sharing that information!

The goals of our sponsorship program are as follows:

- To work with the food and health industry to build awareness of the local CAND-CTC and its members,
- To share science-based information, new research and industry trends in health, food and nutrition with members,
- To enable the CAND-CTC to reach a wider consumer audience with healthy eating and living messages/tools than it could reach using its own resources.
- Providing CAND-CTC approved educational tools and materials to CTC members that are useful in their professional work with the public and lastly,
- To create consumer nutrition education messages and communications programs to make them consistent with sound science and Academy positions and philosophies.

Your support and participation in our district will be the start of a long term relationship that will add value to CTC, its members, and your organization. We look forward to working with you!

Sincerely,

CAND-CTC Executive Board Member Name

Title

Contact info



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## **Sponsor Levels and Opportunities for Representation.**

### **Gold Sponsor: \$750+**

- Sponsorship of speaker will be recognized at the beginning of their educational session.
- Display or tabling at continuing education events & networking socials.
- *Full* page advertisement in newsletters (currently 2x per year).
- Posting of sponsorship on Facebook page and on the CAND-CTC List Serv.

### **Silver Sponsor- \$500+**

- Sponsorship of speaker will be recognized at the beginning of their educational session.
- Display or tabling at continuing education events & networking socials.
- *Half* page advertisement in newsletters (currently 2x per year).

### **Bronze Sponsor: \$250+**

- Sponsorship of speaker will be recognized at the beginning of their educational session.
- Display or tabling at continuing education events & networking socials.
- *Quarter* page advertisement in newsletters (currently 2x per year).

**Sponsorship with CAND-CTC follows the district membership year of  
June 1-July 31.**

## **Monetary Donations Less than \$250 and other Donations**

We accept food & beverage items, health products & devices, coupons, or product information for distribution to our members and guests at meetings, in goodie bags or as part of a raffle/silent auctions at our events. All products or services must be of a nutrition or health nature.

We will recognize these donations as follows:

- Display or tabling at continuing education events & networking socials, as appropriate.
- Acknowledgement via social media, newsletters and or event programs, as applicable.



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## **CAND- CTC SPONSORSHIP & DONATION FORM**

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Please check one:

- Gold Sponsor: \$750+       Silver Sponsor- \$500+       Bronze Sponsor: \$250+
- Other \$ \_\_\_\_\_ or Donation description \_\_\_\_\_
- \_\_\_\_\_

**CAND- CTC member** connecting us to you: Name: \_\_\_\_\_

### **CAND-CTC Review Guidelines for BOARD USE ONLY:**

*Complete using the CAND-CTC Sponsorship Guidelines Policy and Online Spreadsheet in the CAND-CTC shared documents folder, please consider the following:*

#### **HEALTH:**

- Does the company/product/service fit within the Dietary Guidelines? Yes/No
- Does the sponsor/donation overall mission align with health and wellness? Yes/No

Notes:

\_\_\_\_\_  
\_\_\_\_\_

#### **INTEGRITY**

- Does scientific evidence support the product or service? Yes/No
- Does the product support fair labor, social & environmental responsibility? Yes/No

Notes:

\_\_\_\_\_  
\_\_\_\_\_

**CONTEXT :**  General or  Targeted Sponsorship Donation?

**APPROVAL:** YES/NO- If no, why? \_\_\_\_\_

Signed : \_\_\_\_\_ Date \_\_\_\_\_