



California Academy of Nutrition and Dietetics Coastal Tri-Counties District

Sponsorship Guidelines and Procedures: 2016-2017

The California Academy of Nutrition and Dietetics, Coastal Tri-Counties District (CAND-CTC) has established the following guidelines and procedures for sponsorship within our district. Sponsorship of RD activities and services is a sensitive topic, and as such the board has attempted to create a process that allows for some flexibility while retaining the integrity of our profession. This will be an ongoing process and constructive feedback is encouraged by all members.

1. The following are the key components upon which our guidelines have been established:
 - CAND-CTC agreed to adopt the CAND policy for sponsorship released in April 2015. In addition to the CAND policy CTC has created a process by which potential sponsors may be evaluated with the outcome clearly communicated to them, our members and other interested parties.
 - Corporate sponsorships of CAND-CTC or its meetings and educational events have not and will not allow a sponsor to control the content of the meeting.
 - CTC will NOT authorize commercial use of its name and logo that would diminish value or damage reputation.
 - CTC's sponsorship policy is designed to prevent any undue corporate influence particularly where there is a possibility that corporate self-interest might tend to conflict with sound science or Academy positions, policies and philosophies.

Why we choose to have sponsors:

- CTC welcomes corporate relationships that help fulfill our mission and vision.
 - a) CTC does not endorse any company, brand or company products.
 - b) Relationships with sponsors are not about promoting their products or services, but rather about:
 - Educating our professional members about current products and services on the market that will support and enhance our professional practices
 - Creating nutrition and health messages that people (professional and lay) can understand and act upon to improve their health and that of their families, clients, and patients
- CTC is a non-profit organization working on a limited budget. Having sponsors furthers our ability to achieve our sponsorship goals which 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.



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2. Sponsorship Process

- **Long term recommendation beginning 2017-2018** : At the beginning of each membership year, the Fundraising/ Sponsorship Chair will seek additional CTC members to help seek sponsors. This option will also be included on the membership renewal form as a volunteer interest for this specific position.

(SHORT TERM 2016-2017 year: In lieu of a point person for the remainder of the 16-17 year, board members will fill out necessary sponsorship forms to share with the board for a vote, until a final process is adopted. (Paper forms can be used, scanned and shared with each other until the online versions are completed.)

- Seeking Sponsorship
 - ✓ The sponsor or CTC member seeking the sponsor will fill out the CTC Sponsorship Application Form upper half. (Paper form ready now, will soon be accessible online.)
 - ✓ The CTC member will provide the Application form to the Fundraising/Sponsorship Chair.
 - ✓ The Fundraising/Sponsorship Chair will gather the remaining information in order to populate the CTC Online Sponsorship Spreadsheet and complete the CTC Application form.
 - ✓ They will have 1-2 weeks to complete this process depending on urgency.
 - ✓ The Fundraising/ Sponsorship Chair will present the Online Spreadsheet and any additional information from the sponsor, to the CTC board upon which a vote will be made regarding a specific sponsor.
 - ✓ If the majority of the board members vote yes, the sponsorship will be approved.
 - ✓ The sponsor will be notified of the decision by the CTC Fundraising/ Sponsorship Chair.
 - ✓ Sponsor information will be documented as to why or why not the sponsorship was granted. This is mainly for historical purposes in the event the sponsor's product line/ offerings changes in the future and denied sponsorship could be possible as well as serving as an ongoing resource for future repeated approved sponsorships.
 - ✓ Final Application and Online Spreadsheet documentations will be kept with CAND-CTC on a shared document drive.
- Contextual Use of Sponsors There may be instances when we might consider a sponsor for a targeted sponsorship if they are appropriate for the situation. For example, Gatorade as a sponsor for a talk on athletics- Versus as part of a talk on Integrative Medicine, or Essential Oils as a part of a talk on Integrative Medicines, but not as part of one on Diabetes.