

2021-2022 PARTNERSHIP PROSPECTUS

About the California Academy of Nutrition and Dietetics

The California Academy of Nutrition and Dietetics (California Academy) is a not-for-profit professional membership association of approximately 6,500 registered dietitian nutritionists (RDNs) and nutrition dietetic technicians registered (NDTRs). Our Mission is to empower California dietetic professionals to be science and evidence-based food and nutrition experts, who demonstrate inclusivity in leadership and practice.

Our vision is to Optimize California's health through food, nutrition, cultural understanding, and health equity. We partner on several projects annually to bring the latest information to our membership and the more than 12,000 Registered Dietitians in California, as well as students, faculty, and a variety of health partners.

Any company or organization that wishes to partner with us must agree to the terms outlined in our sponsorship policy.

California Academy Sponsorship Policy

In order to collaborate with the California Academy, please use this checklist to determine if your company or organization is in alignment with our vision, mission, and values.

Integrity

- Sponsor's vision and mission should align with the California Academy's vision, mission and strategic goals.
- Scientific accuracy is based on evidence-based research.
- Sponsor presents a balanced view, based on research, of a controversial issue in which the sponsor has a stake.
- Sponsor is responsible, as agreed, for all direct and indirect costs associated with the project.

Health

- Foods and beverages items strive to provide recommendations outlined in the 2020-2025 Dietary Guidelines for Americans.
- Educational campaigns and marketing material provide evidence-based research information and are in line with the 2020-2025 Dietary Guidelines for Americans.
- Marketing strategies targeted to children should meet the *Recommendations for Responsible Food Marketing to Children* by *Healthy Eating Research*, a national program of the Robert Wood Johnson Foundation, 2015

Transparency

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- Names of sponsors will be disclosed on printed and electronic forms of communication such as www.dietitian.org.
- Sponsor of a speaker must meet sponsorship guidelines.

Overview of Sponsor Opportunities

We offer many ways companies and organizations can partner with us throughout the year, including:

- Posting career opportunities on www.dietitian.org
- Providing content for sponsored eblasts to our members
- Sponsoring webinars for our members
- Sponsoring education sessions at the California Academy Annual Conference
- Sponsoring meals, breaks or networking receptions at the California Academy Annual Conference
- Exhibiting at the California Academy Annual Conference
- Sponsoring education sessions at the California Academy Leadership Summit
- Sponsoring meals, breaks or networking receptions at the California Academy Leadership Summit

Posting Career Opportunities

Companies and organizations that wish to post career opportunities for registered dietitian nutritionists (RDNs) and nutrition dietetic technicians registered (NDTRs) must provide all content for the job listing. The listing will be posted on www.dietitian.org in the members-only section of the site for \$175.00 for an 8-week listing. Companies and organizations that wish to use this service will be invoiced, and the posting will be placed on the site after payment is received.

Please direct all inquiries about this service to:

Ca_academy@dietitian.org

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Providing Content for Sponsored Eblasts

Companies and organizations that wish to provide sponsored blast content for our members must provide HTML-ready content, or will the executive director drop the content into our email template?] including body copy, hyperlinks to external content, graphics, and photos. No attachments can be included with the eblast. If you wish to supply content (e.g., product information sheet) please provide a link to external site. All content included in the eblast, including linked content, must be reviewed and approved by the California Academy. Please note that the subject line of the eblast will be transparent and reflect the sponsored nature of the content (e.g., ADVERTISEMENT from Company X, SPONSORED CONTENT from Company X). The eblast will be sent to all members of the California Academy after an invoice has been issued and full payment has been received.

Advertising Fees:

(pre-paid)	One Time	2 Times++
Special E-News+ Specialized E-news to our membership and email list.	\$1800*	\$2675
(Member) CPE or educational Events: Logo (image), verbiage, and link to website <i>Image max: 3 ½ " x 3 ½ " (336x336 pixels), verbiage (75 words maximum)</i>	\$450	\$675
Non-Member CPE, or Non- educational Event or product/service/website advertising: Logo (image), verbiage, and link to website <i>Image max: 3 ½ " x 3 ½ " (336x336 pixels), verbiage (75 words maximum)</i>	\$550	\$800
50-Word Classified verbiage/link	\$200	\$275

+Advanced Approval required (minimum of 2 weeks for approval)

To submit an advertisement application [click here.](#)

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Sponsoring Webinars

The California Academy Webinar Education Program provides continuing education opportunities for our members. Webinars are offered throughout the year. Depending on the topic and the date and time of the webinar, a live webinar may attract 400-750 registrants. An additional 50-100 members may view the recorded version of the webinar.

Webinars must be educational in nature and based on peer-reviewed research. The content cannot be commercial in nature for the webinar to qualify for continuing education credit with the Commission on Dietetic Registration (CDR), the credentialing body for nutrition professionals.

The webinar sponsorship fee is \$4,000, which includes many value-added services as outlined below.

Companies and organizations that wish to sponsor a webinar must agree to the following:

- The sponsor will identify, contract with, and pay all fees/honorarium for the speaker.
- The speaker must be a credentialed and recognized expert in his or her field.
- The content must be educational—not commercial.
- The sponsor and speaker will work with the California Academy Executive Director and Webinar Program Chair to select a date and time for the webinar.
- The speaker will develop 40 minutes of content. The one-hour webinar will also include 5 minutes of opening remarks and the speaker introduction as well as 15 minutes for Q&A.
- The sponsor and speaker will agree to submit final slides 4 weeks before the scheduled date and time of the webinar.
- The California Academy Executive Director and Webinar Program Chair will review the slides to determine if the sponsor and speaker have followed guidelines to ensure content is educational and not commercial in nature.
- The California Academy Executive Director and Webinar Program Chair will submit the webinar content to the Commission on Dietetic Registration for pre-approval of continuing education (CE) credits.
- The California Academy will promote the webinar to all members via member eblasts, social media, and www.dietitian.org.
- The California Academy will record the webinar and make the recorded version available to members for one-year after the date of the live recording.
- Please direct all inquiries about the webinar sponsorship opportunity to:

Ca_academy@dietitian.org

Oakland April 2022

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About the California Academy Annual Conference

The California Academy of Nutrition and Dietetics Annual Conference (CANDAC) is **the premier conference** for food and nutrition professionals in California. The annual event attracts an audience of 1000 professionals from throughout California and beyond. The program provides education sessions focused on practical application of research, insights into emerging research and trends, exposure to new products and services, awards and recognition for members from various practice areas, special sessions for students, and networking opportunities—all essential for advancing careers.

Sponsoring Education Sessions at the Annual Conference

The California Academy uses an [RFP \(Request for Proposal\)](#) process to solicit proposals for all education sessions for our conference. Companies and organizations that have cutting edge research information to share with our conference attendees are encouraged to submit a session proposal, noting that the session will be sponsored by your company or organization. We accept proposals for virtual attendees with both large scale audience and smaller interactive experiences. RFP is due September 15, 2021 at noon.

The Executive Director will work with sponsors to create a package reviewed by the Conference Planning Committee and approved.

General Session Sponsorship

Approved general session sponsor pays all expenses for the speaker(s) and honoraria plus a \$10,000 sponsorship fee.

Smaller Interactive Session Sponsorship

Approve concurrent session sponsor pays all expenses for the speaker(s) and honoraria plus a \$2,500 sponsorship fee.

Meal sponsorships are available please contact us directly to discuss.

Apply to partner [here](#).

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BENEFITS	SPONSORSHIP LEVEL			
	PLATINUM	GOLD	SILVER	BRONZE
Sponsorship Fee	\$20,000	\$12,000	\$6,500	\$4,000
Sponsorships Available	1	2	4	6
Complimentary conference registrations	4	3	2	1
Premium Exposure App Banner Ad	✓			
Ap notifications to the participants during the live events	6	4	2	1
Premium Exposure Online Exhibit presence in ap and on the website	✓	✓		
Online Exhibit Presence in ap and website			✓	✓
Sponsored eblast to all CA Academy members (Quarterly)	4	2	1	
Newsletter Ad to all CA Academy Members		2	1	1
Opportunity to schedule Q&A or focus group with the online community	✓	✓		
Opportunity to incorporate your product information into sessions	✓	✓		
Recognition on Social Media (Facebook, Instagram & Twitter)	6	3	2	1
Recognition in CA Academy E-Blast	✓	✓	✓	✓
Recognition on the sponsor page of CA Academy website, www.dietitian.org	✓	✓	✓	✓
Opportunity to provide speaker for general session (approved by committee)	✓			
Opportunity to provide a breakout session (approved by committee)		✓		
Sponsored eblast to all CA Academy members	✓			

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Exhibits at the California Academy Annual Conference

The California Academy welcomes companies, organizations, and individuals who wish to exhibit at our annual conference. All exhibitors receive virtual exhibit space via the app and the website during and after the virtual events. Live through December 2022.

10 X10 Booth Space \$1,000

10x10 Corner Booth \$1,100

10X10 Premium Booth \$1,200

Virtual Booth \$900

Virtual Exhibitors have the option to set up booths via a personal link on our WHOVA App. You can upload pre-recorded videos, etc. Two staff will receive access with no CEUs to the conference.

If you wish to have a live stream session, you will be required to coordinate with the CA Academy on the time, content, etc. This will be an additional fee.

Apply for sponsorship or exhibitor [here](#).

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About the California Academy Leadership Summit (CANDLS22)

California Academy Leadership Summit is a two-day event will support member development from across the state to enhance leadership skills through skill-building sessions in a variety of topics. The Leadership Summit will be hosted in August 2022 in San Diego, California.

Co-Host Event Sponsor

This opportunity is available for one company who wishes to sponsor the keynote opening speaker at the Leadership Summit and serve as a co-host to the full event. This opportunity is \$10,000 and will include: company name listed as co-host in all materials and marketing, sponsorship of the opening speaker (the company will pay for expenses and honoraria of the keynote), name in the event app as co-host, e-blast to membership sponsored.

Sponsoring Education Sessions

This opportunity is available for up to four companies who wish to sponsor speakers for general sessions at the Leadership Summit. While the sponsor can recommend speakers, each sponsor will need to work with the California Academy Leadership Summit Planning Committee to identify the best topics and speakers for our audience. The sponsorship fee for this opportunity is \$3,500, plus, travel expenses, and honoraria for the speaker.

Breakout Education Session Sponsors

This opportunity is available for up to eight companies who wish to sponsor speakers for the break out sessions at the Leadership Summit. The sponsor can recommend speakers, however, each sponsor will need to work with the planning committee to identify the best topics and speakers for our audience. The sponsorship fee for this opportunity is \$1,500, plus, travel, expenses, and honorarium for the speaker.

Sponsoring Networking or Social Activity at the 2022 Leadership Summit

- Exercise session \$500
- Networking activity \$1,500

Partnership Applications will be accepted via email. Please note a partnership agreement will be provided and will be required for sponsorship.

For more information, please contact our Executive Director, 310-822-0177 or via [email](#)

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Sponsor Benefits Chart

2020-2021 SPONSOR OPPORTUNITIES	SPONSOR BENEFITS			
	Provides Access	Offers Recognition	Promotes a Product or Service	Shares or Applies Research Findings
Posting a Career Opportunity	Access to 6,500 members via www.dietitian.org	Company or brand listed as part of your job listing	If applicable, your job listing can contain information about your product or service.	n/a
Sponsored Eblast	Access to 6,500 members via member eblast	Company or brand recognized as the eblast sponsor	Your eblast's primary objective is to share credible, science-based information about your product or service.	Your eblast's primary objective is to share credible, science-based information about your product or service, including research that supports the use of your product or service as it relates to California Academy mission and vision.
Sponsored Webinar	Access to 6,500 members via Webinar Education Program	Company or brand recognized as the webinar sponsor on promotional materials, during the live webinar, and on the recorded version of the webinar	A sponsored webinar can provide information about your company's product or service if that information is credible, science-based information that adheres to CE program content guidelines.	A sponsored webinar can provide information about your company's product or service if that information is based on research and content that adheres to CE program content guidelines.
Sponsor Annual Conference Education Session	Access to up to 750 conference attendees	Company or brand recognized on the conference program, on the conference website, on the conference app, and	A sponsored education session can provide information about your company's product or service as long as that	A sponsored education session can provide information about your company's product or service if

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		from the stage at the beginning of the session	information is credible, science-based information that adheres to CE program content guidelines.	that information is based on research and content that adheres to CE program content guidelines.
Sponsor Annual Conference Meal, Break or Reception	Access to up to 750 conference attendees	Your company or brand recognized on the conference program, on the conference website, on the conference app, and on signage for the meal, break, or reception	A sponsored meal, break or reception may provide an opportunity to feature your food or beverage product, Restrictions may apply based on conference center catering contracts.	n/a
Exhibit at Annual Conference	Access to up to 750 conference attendees	Your company or brand recognized on the conference program, on the conference website, and on the conference app	Your company's products or services can be marketed to and shared virtually with attendees	Research about your company's products or services can be shared in many ways during exhibit hours.
Sponsor Leadership Summit Education Session	Access to over 400 Leadership Summit attendees	Your company or brand recognized on the Leadership Summit program and website, and during the meeting.	A sponsored education session can provide information about your company's product or service if that information is based on research and content that adheres to CE program content guidelines.	A sponsored education session can provide information about your company's product or service if that information is based on research and content that adheres to CE program content guidelines.