

Dietetics in Health Care Communities (DHCC) Sponsorship Prospectus June 2018 – May 2019

Reach an Influential Group of Registered Dietitian Nutritionists (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTRs) in Health Care Communities

DHCC's diverse and influential members include:

Corporate Dietitian Nutritionists
Consultant/Contract Dietitian Nutritionists
Employee Dietitian Nutritionists
Nutrition and Dietetic Technicians, Registered
Dining Services Directors
Health Care Specialists

DHCC has over 3000 members who are leaders and decision makers working primarily in long-term care, corrections, and transitional care. 2017-18 membership practice areas listed provides further information regarding work location and positions:

7% Food & Nutrition Management/Administration
8% Consultation & Private Practice
31% Long Term Care

Other members work in various locations including assisted living, corrections, & home care.

DHCC sponsorship opportunities include

- ✓ *Special events highlighting your products, messaging and services*
- ✓ *Branded advertising in our quarterly Connections newsletter*
- ✓ *Lectures, seminars, webinars and experimental learning activities centered on food, nutrition and member interest*
- ✓ *Results focused feedback provided to sponsor*

2018-19 Sponsorship Opportunities

DHCC offers a variety of sponsorship opportunities and can work with you to customize a level of sponsorship to create a win-win partnership. We are confident you will find the right level and mix of sponsorship to meet your marketing needs.

Executive Committee Meeting: The DHCC Executive Committee meets before FNCE® to conduct DHCC business. We are open to meet with sponsors either during lunch or at a predetermined meeting time during the Friday (October 19, 2018) meeting. This is a great opportunity to interact with DHCC key leaders.

- Twenty-minute focus Group with approximately 10 Executive Committee members (open discussion or questionnaire, results for company internal use only)
- Twenty-minute presentation to showcase/present product (food sample/beverages) and discuss partnership in an informal atmosphere

Sponsorship Fee: \$2,000

DHCC Workshop at FNCE®: DHCC is hosting a workshop on Saturday, October 20th, from 8:00 a.m. until Noon (prior to the opening of FNCE®). The workshop is attended primarily by DHCC members (usually ~100 depending on venue and program topic). DHCC seeks sponsors for this event to provide education to members at a reduced price. In turn, sponsors receive the following benefits:

- Sponsor name included in email promotions and event description
- A sponsor promotional document (subject to DHCC/Academy approval) shared with all workshop attendees in the handout materials
- Educational event summary in *Connections* with sponsor identification
- Sponsor recognized during the educational event by host, including logo/icon and introduction of company from the podium
- Vendor table during the workshop (a total of 1.5 hours before the workshop start, during a break and at the conclusion of the workshop)
- Up to 4 complimentary workshop registrations for company representatives

Sponsorship Fee: \$2,000

FNCE® Member Reception: This social event allows for members and sponsors to connect in a fun, relaxed atmosphere. This year DHCC will co-host the Reception with Healthy Aging DPG on Monday evening (5:30 – 7:30 p.m.), October 22, 2018. We anticipate 100-150 attendees.

- Sponsor name included in email promotions
- Sponsor name and logo included on DHCC Website
- Event summary in *Connections* with sponsor identification
- Sponsor recognized on signage during the event by host
- Option for a tabletop informational display during the reception

Sponsorship Fee: \$3,000

*Note that sponsorship is limited to those exhibiting at FNCE®
All sponsorship for FNCE® events must be confirmed by August 24, 2018.*

Member Communications and Advertising Opportunities

Sponsored e-blast message-All DHCC members: Sponsors may send an all member e-blast message through DHCC (up to 750 words, 3 hyperlinks and 3 graphics), subject to DHCC/Academy review. Metrics available two weeks post eblast launch.

Sponsorship Fee: \$ 2,000

Sponsored E-updates

Monthly e-update to all DHCC members. Sponsorship of the e-update includes up to 2 graphics, 2 hyperlinks links and 150 words.

Sponsorship Fee: \$500 for one e-update; \$1,350 for 3 e-updates



Connections Newsletter



Connections our quarterly newsletter and reaches our entire membership with timely articles on the practice of dietetics in health care communities. Circulation of our newsletters reach over 3000 members.

Advertising Opportunities

We offer full, half or quarter page ads or inserts– either color or black-and-white reproducible materials with educational messaging. Advertiser is responsible for developing content and design of the electronic insert (subject to DHCC and Academy approval). The insert is also posted in the members section of our website. Inserts must be reviewed and approved by DHCC and the Academy at least one month prior to the mail or publication date.

Advertising costs:

Full page insert (printed newsletter – Summer 2019) – \$ 3,000

(Inserts provided by advertiser. DHCC facilitates mailing).

Full page, electronic - \$ 2,000

Half page, electronic - \$ 1,000

One fourth page, electronic - \$ 500

DHCC welcomes a “bundled” package of advertising at a 10% discount.

Member Professional Development Opportunity



Online Education: DHCC offers an opportunity to underwrite one-hour, on-line educational webinars. This opportunity allows sponsors to work with DHCC regarding educational content and speaker selection while DHCC fully manages the logistics. Sponsor benefits include:

- Sponsor name included in email promotions
- Sponsor name and logo included in the online education section on website
- Sponsor name in the education event listing
- Notes/slides posted in the Members Only section of our website.
- Recorded education event posted in the Members Only section of our website and available for CPEU for 3 years
- Sponsor recognized during the educational event by host
- Logo and speaker recognition at the start of the webinar

Sponsorship Fee: Webinar - \$2,500, plus speaker fee

Other Opportunities

Sponsorship opportunities

Annual DHCC Leadership Meeting: Held at a predetermined DHCC chosen location, the DHCC Executive Committee meets 2 days for a business meeting, usually in June.

Executive Committee Meeting Presentation

- Twenty-minute focus Group with approximately 10 Executive Committee members (open discussion or questionnaire, results for company internal use only)
- Twenty-minute presentation to showcase/present product (food sample/beverages) and discuss partnership in an informal atmosphere

Sponsorship Fee: \$ 2,000

Executive Committee Dinner

Host a DHCC EC dinner for a relaxed evening of good food and a captive audience. Sponsor is responsible for arranging and paying for the dinner.

Sponsorship Guidelines

DHCC DPG works with food companies and other organizations to develop opportunities that deliver credible, science-based food, nutrition and health messages to consumers and to Academy members.

DHCC sponsors are limited to those who promote products and services that support the advancement of the food, nutrition and culinary profession. DHCC is in alignment with the Academy's sponsorship approval requirements which include:

- The sponsor's vision and mission align with the Academy's Vision, Mission and Strategic Goals.
- The sponsor's product portfolio is broadly aligned with the Academy's Vision: *A world where all people thrive through the transformative power of food and nutrition.*
- All aspects of the sponsorship (such as research, consumer messaging or professional education for members) align with the Academy's Scientific Integrity Principles.
- The Academy does not endorse any company, brand or company products, nor does the Academy's name or logo appear on any product.
- The Academy maintains final editorial control and approval of all content in programs/materials bearing the Academy name or logo.
- There is clear separation of Academy messages and content from brand information or promotion.

All opportunities developed will be reviewed in detail for conformance with sound evidence-based science and with DHCC member needs and the Academy's positions, policies and philosophies.

Sponsors making product statements of properties, performance, nutrient values, beneficial results, etc., should be such that they can be verified by adequate data available in well-accepted, peer-reviewed literature, which is subject to Academy/DHCC approval.

For more information, please contact DHCC:

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