

DIABETES CARE & EDUCATION DIETETIC PRACTICE GROUP SPONSORSHIP OPPORTUNITIES

2018 – 2019

Meet our members

DCE members are Registered Dietitian Nutritionists (RDN and Nutrition and Dietetic Technicians, Registered (NDTRs). As leaders in the healthcare community, DCE members make positive contributions for people with diabetes and their families, the DCE membership, healthcare providers, other professional organizations, and industry partners. Greater than 1/2 of DCE members are Certified Diabetes Educators (CDE) or Board Certified in Advanced Diabetes Management (BC-ADM). DCE members are *influential decision-makers* holding leadership positions in or as consultants to:

- Healthcare facilities
- Public Health Agencies
- Foodservice Channels
- Restaurant Industry
- Supermarket Sector
- Research Centers
- Regulatory Bodies
- Private Practice
- Emerging Technologies
- Educational Systems
- Wellness Council
- Sports Nutrition



**Diabetes Care
and Education**
a dietetic practice group of the
eat right. Academy of Nutrition
and Dietetics

MISSION

EMPOWERING DCE
MEMBERS TO BE LEADERS
IN FOOD, NUTRITION,
DIABETES CARE AND
PREVENTION



DCE membership touches the lives of people with diabetes in every state in the US and globally.



*Charles H
Best Medal
for
Distinguished
Service in the
Cause of
Diabetes 1997*

SPONSORSHIP OPPORTUNITIES

MEMBER COMMUNICATIONS:

Professional Publications: *On the Cutting Edge* (OTCE-continuing education journal with 4 continuing education hours per issue) and *newsFLASH* (membership news publication)

- Rated by DCE members as the **#1-member benefit**
- 3 issues each (6 total) publications per year – *no cost* to members, nutrition faculty, and dietetic internship directors (distribution: 6200+ per issue).
- Issues are archived on the DCE Website for five years

Publication Sponsorship Opportunities: (Hard copy and online posting)

- Inclusion of one full page ad or a loose insert which may be one or two pages, single or double sided, reproducible and limited to 4 pages in length (Industry supplies insert to DCE printer after approval from the Academy)
- Logo placement on the mailing page back cover for full sponsorship of the publication
- Sponsor logo hyperlinked to sponsor website for one year after publication

Please note: If not totally funded, there may be other industry ads included.

Electronic Media:

e-Update:

Brief, monthly electronic messages to all members to inform them of breaking news, upcoming events, and leadership opportunities. Sponsors may link to their event information and/or resources via a “Sponsored by” logo and hyperlink content placed in the electronic mailing. Sponsor may purchase entire e-Update or choose to only make an announcement in the DCE e-Update. If the latter, other sponsor announcements may also appear. e-Updates are housed on the DCE website for one year.

e-Blast: A dedicated e-blast of information to all DCE members detailing a topic or product of the sponsor’s choice subject to Academy/DCE approval. Sponsor may link to their event information and/or resources.

e-Handouts: Reproducible educational handouts to be used in client education.

Webinars:

DCE’s professional development team offers one to two-hour webinars to aid our members in staying current with the prevention and treatment of pre-diabetes and diabetes and its complications. Five to six webinars are offered throughout the year featuring experts on a variety of diabetes related topics, recorded and made available for member viewing for up to one full year. Each event attracts up to 1,000 participants and is complimentary to all DCE members. A nominal fee is charged for non-members.

AWARDS AND HONORS

Presented at the Academy's Food & Nutrition Conference and Expo™ (FNCE®)

AWARD	AMOUNT	RECOGNITION
Publications Award	\$3,000	Recognize a DCE member who has published a research article demonstrating the effectiveness of diabetes medical nutrition therapy (MNT) or a review article
Legislative Activity Award	\$2,000	One scholarship to attend Public Policy Workshop. Awarded to encourage, increase and promote legislative activity by DCE membership.
Distinguished Service Award	\$5,000	Awarded to recognize an individual who has demonstrated leadership and service as a member of DCE and who has worked toward the promotion of dietetics professionals in diabetes care and the diabetes community.
Diabetes Educator of the Year Award	\$3,000	Awarded to recognize an individual who has made significant contributions to the practice of diabetes education and medical nutrition therapy, as well as demonstrated the integration of food and the culinary experience into educational teaching
Educational Stipend Awards	\$3,250	Five \$650 stipends are awarded by random drawing to assist five DCE members in attending an educational program related to pre-diabetes, diabetes education or treatment.
Speaker Stipend Awards	\$3,000	Six \$500 stipends are awarded to support the availability of diabetes-related nutrition education opportunities nationally and internationally. This award encourages presentations in under-served communities and provides support to organizations for qualified DCE members to present diabetes medical nutrition therapy topics at educational meetings. This award showcases DCE members.

NETWORKING EVENTS

Sponsors will enhance their visibility to DCE members based on the event selected. Some benefits and opportunities may include:

- e - Blast to DCE membership publicizing the event
- Recognition from the podium for your sponsorship
- Recognition on signage in the conference event room
- Opportunity to network with targeted professionals
- Acknowledgement in annual membership meeting, Annual Report and Website

Professional Group Discussion

- Participate in face-to-face discussion with DCE Leaders, who are the thought leaders of 5800+ DCE members. Identify perceptions and trends of diabetes topics that impact your industry.

DCE Leadership Meetings at retreat or at Food & Nutrition Conference & Expo™ (FNCE®)

- Meal Sponsorship of the food functions at meetings provides your company the opportunity to network and present your message to DCE leaders.

Executive Committee Sponsorship

- Sponsorship at a leadership meeting includes your product display, signage with a 15-20-minute presentation to key thought leaders and influencers at one hospitality event during DCE's Leadership Retreat.

How to reach DCE:

Diabetes Care and Education (DCE)
Dietetics Practice Group of the
Academy of Nutrition and Dietetics
120 S. Riverside Plaza, Suite 2120, Chicago, IL 60606
Linda Flanagan Vahl, DCE Manager
(312) 899-4725 / lflanagan@eatright.org
Website: www.dce.org

Liz Quintana, EdD, RD, LD, CDE
Past Chair/Industry Relations Chair 2018-2019
505- 977-3709 (cell)
DCEIndustryRelations@gmail.com

Levels of Sponsorship

Platinum \$35,000	Gold \$20,000	Silver \$10,000	Bronze \$3,500
<p><i>Sample Platinum Package A</i></p> <p>*On the Cutting Edge publication</p> <p>*FNCE® DCE Membership/Awards Reception and Industry Recognition</p>	<p><i>Sample Gold Package A</i></p> <p>*newsFLASH publication</p> <p>*Diabetes Educator of the Year</p>	<p><i>Sample Silver Package A</i></p> <p>* Leadership Dinner at FNCE®</p> <p>*Publication Award</p> <p>*Handout with Translation into Second Language</p>	<p><i>Sample Bronze Package A</i></p> <p>*Legislative Award</p> <p>*e-Update</p>
<p><i>Sample Platinum Package B</i></p> <p>*newsFLASH publication</p> <p>*Handout</p> <p>*Webinar</p> <p>* Dinner at Leadership Retreat</p>	<p><i>Sample Gold Package B</i></p> <p>*Distinguished Service Award</p> <p>*2 e -Blasts</p> <p>*Reception at Leadership Retreat</p> <p>*Educational Stipend</p>	<p><i>Sample Silver Package B</i></p> <p>* Lunch with Discussion at Leadership Retreat</p> <p>*e - Blast</p>	<p><i>Sample Bronze Package B</i></p> <p>*Leadership Lunch at FNCE®</p> <p>*Educational materials and samples</p>

- **Each Sponsorship Level Includes:** Listing in Program Materials & Promotions- Electronic Mailing List (EML) Post, Name, Logo and Link on the DCE website, Listing in Current Annual Report.
- Customizable packages available at the <\$3,500 level for start-up companies (limited availability).

Customizable Options?

Contact DCE Industry Relations Chair at DCEIndustryRelations@gmail.com for details.

Levels of Sponsors	
Platinum	\$35, 000.00 and over
Gold	20,000-34,999.00
Silver	10,000-19,999.00
Bronze	9,999.00 and under

Opportunities a Glance	Projects (How many people are reached per project)	Cost
Publications in print - Each publication is issued three times a year. Sponsorship of an entire issue includes the company's ad or insert and logo on back cover (with no competing ads). Sent as hard copy and archived on website.	On The Cutting Edge (OTCE) is a CPEU peer reviewed journal (6,200 per issue)	\$18,000.00
	newsFLASH (NF) is a non-CPEU publication which contains hot topics of interest (6,200 per issue)	\$18,000.00
Electronic Publication	newsFLASH sent to members only as an electronic copy (6,200 per issue)	\$8,000.00
Advertisement options	Silver Sponsor of Publication (when publication does not have full sponsor)	\$10,000.00
	Full Page	\$5,000.00
	Half page interior	\$3,500.00
	Quarter page interior	\$2,000.00
Insert in a non-funded newsletter	3 Half page ads with volume discount	\$9,000.00
	1 page – can be double-sided	\$5,000.00
	2 pages – can be double-sided	\$7,500.00

Web Site: www.dce.org	Industry logo and hyperlink to your website during the fiscal year with any level of sponsorship (200-page views / year)	No extra charge
e-Blast	A dedicated email blast of information to the entire DCE membership detailing a topic or product of the sponsor's choice with link to sponsor's site.	\$3,500 for 1 \$5,000 for 2
Volume e-Blasts or Ads	Any combination of e-Blast or half page interior ads purchased in groups of 3 or more	\$7000 for 3
e-Updates	Sponsor of a monthly electronic mailings of current events of interest to DCE	\$2,000.00
e-Handouts	Reproducible educational handouts authored by DCE members and posted on DCE website. (97,983 total page views /year)	
	Production and mailing to members included	\$8,500.00

	Production and PDF only (disseminated electronically) — no insert or mailing	\$5,000.00
	Additional for translation into a second language with PDF only (disseminated electronically)	\$3,000.00
Educational materials and product samples	One (either materials or samples)	\$300.00
	Both (materials and samples)	\$600.00
Webinars	Webinars (<i>up to 1,000 participants</i> live and recorded for on demand viewing by all members <i>*subject to review and approval by Academy</i>)	\$6,000.00
Awards	Publications Award	\$3,000.00
	Legislative Activity Award	\$2,000.00
	Distinguished Service Award (DSA)	\$5,000.00
	Diabetes Educator of the Year (DEY)	\$3,000.00
	Educational Stipends Awards	5 @ \$650 = \$3,250
	Speaker Stipends Awards	6 @ \$500 = \$3,000
Networking Opportunities for DCE Leadership Meetings:	Reception (100-125)	\$7,000.00
	Breakfast – Plated (30-35)	\$3,500.00
Spring – Mid- Year Leadership Retreat	Lunch (30-35)	\$4,500.00
	Dinner (30-35)	\$5,000.00
	Breaks (30-35)	\$1,000.00
	Professional Group Discussion access to Executive Committee for one hour (30-35)	\$3,500.00
Networking Opportunities for DCE Leadership Meetings:	Breakfast (15)	\$1,500.00
	Lunch (15)	\$2,000.00
Fall - Academy's Food & Nutrition Conference & Expo™ (FNCE®) *	Dinner (15)	\$2,500.00
	Breaks (15)	\$500.00
	Dinner – After Opening Session (20)	\$3,000.00
	Professional Group Discussion access to Executive Committee for one hour (15-20)	\$3,500.00
	FNCE® Membership/Awards/Industry Recognition Reception (200)	\$20,000.00
	FNCE® Membership/Awards/Industry Recognition Reception (200) - share with other sponsors	\$6,000.00

*Academy/ FNCE® Exhibitor required for all FNCE® events

FNCE® event is for all members. Our annual meeting will recognize and honor DCE award recipients, DCE volunteers and our industry sponsors. Attendees will include DCE Members, DCE leadership, Academy staff partners, industry sponsors, other invited guests such as DCE spotlight speaker, students and invited guests of DCE members. All sponsors are recognized in the DCE Annual Report and at the Annual Membership Meeting/Awards Celebration and hyperlinked on our DCE Web site: www.dce.org