

2016 – 2017 ENGAGEMENT OPPORTUNITIES

WHO WE ARE

DBC is a specialized group of highly-networked Registered Dietitian Nutritionists (RDNs). As agenda-setters and thought-leaders within their respective industries, DBC members communicate and share the latest scientific information relevant to the topics of food, nutrition, health care and well-being.

1,250+ MEMBERS STRONG & GROWING

Engage with DBC and give your brand unique access to Registered Dietitian Nutritionists in roles of leadership and responsibility. Connect with DBC to create new opportunities and further your success.

OUR MISSION

Empowering members to be food and nutrition leaders by enhancing business, marketing and communications skills.

OUR EXPERTISE

Our members are leaders who

- **Educate** consumers, health professionals, and executives
- **Advise** corporations
- **Lead** sales and marketing teams at top food, beverage and healthcare companies
- **Direct** large food service operations
- **Shape** public opinion on key health topics through media appearances, articles, and digital and social media.

PLEASE JOIN US IN THE COMING YEAR AS TOGETHER WE FURTHER OUR MUTUAL SUCCESS

- Face-to-face networking events at national and regional levels
- Educational webinars where specific brand content may be featured, or DBC-curated content maybe sponsored
- Monthly and quarterly membership communications via the website, newsletter, electronic mailing list and via our social media– LinkedIn, Twitter and Facebook
- Sponsored member communications regarding products or services
- Product /information distribution

À LA CARTE - PROMOTIONAL OPPORTUNITIES

DBC provides a suite of unique opportunities for your brand to engage with our members, and we are able to work alongside your organization to develop impactful programming for our members and your brand.

Advertising & Product Distribution with DBC

Direct Product Mailings: Sponsorship level: varies

Mailing approved products and information to DBC members is a new opportunity for sponsors to directly engage with our members. Distribution of new product launches and/or new marketing materials help achieve top of mind brand recall. All materials/products subject to DBC/Academy review. Prices vary depending on size and postage.

Quarterly Newsletter Insert: Sponsorship level: \$3,000

DBC Business Insights is the quarterly e-newsletter which reaches DBC's entire membership. It contains articles on timely topics for DBC members, provides featured educational articles regarding relevant business and communication skills, and is the vehicle through which DBC communicates news about the practice group. DBC offers opportunities for sponsored inserts to deliver information about your products or services to our members. Inserts are subject to DBC/Academy review and approval and are posted with the newsletter and archived on the website.

Monthly e-newsletter: Sponsorship level: \$500

The monthly e-newsletter, *Take 5 with DBC*, is distributed to our membership, offering news briefs, event information and membership updates. Content may include up to 150 words, 2 hyperlinks and 1 graphic or logo. The e-update is sent monthly and archived on the website. Our e-update open rate averages greater than 32%.

Sponsored E-blast: Sponsorship level: \$3,000

You have the opportunity to develop a focused educational email/e-blast message to send to our entire membership. Content may contain up to 500 words, three images and three hyperlinks (website or product info), subject to DBC/Academy review and space availability. E-blasts are archived on the website for a minimum of two years. Our eblast open rate averages greater than 32%.

Educational Webinars



DBC offers several online continuing professional education sessions throughout the year, enabling members to grow their business and communication skills. These one-hour educational forums are a great way for your brand to reach DBC members. Be the recognized sponsor for one (or more) of the 2016 – 2017 "Business and Communications Essentials" webinar series. This is a great opportunity to be recognized during webinar promotion, as well as during the webinar. Over 150 DBC members typically register for a webinar.

DBC Content: Sponsorship Level: \$3,000

Webinar sponsorship will be promoted via DBC webinar publicity efforts (including the monthly e-newsletter, *Take 5 with DBC*, electronic mailing list, social media and DBC website). Your brand will be recognized at the beginning and the conclusion of the webinar programming. Webinars are recorded and available to members on our website for three years following the live program, increasing the longevity of the content. Content is available for continuing education for a year after the live webinar.

Brand/Company Sponsored Content: Sponsorship Level: \$5,000

Fully sponsored webinar content opportunities are available at the discretion of the DBC Executive Committee and approval of the Academy. If your brand would like to create/sponsor content germane to nutrition, business, marketing and communication skills, or another relevant topic, and can provide evidence-based, peer-reviewed, non-advertorial educational experiences, this may be a great opportunity for you. DBC's goal is to offer a minimum of 1 continuing professional education credit per hour webinar – a great opportunity for your company to support the advancement of RDN education while growing your brand relevance.

DBC Special Packages –

Talk with us about specially priced packaged options of the above opportunities.

For complete details or for sponsorship inquiries,
please contact DBC's Sponsorship Chair dbc.sponsorship@gmail.com or the DBC Executive Office dbc@quidnunc.net.

ACADEMY OF NUTRITION AND DIETETICS FOOD & NUTRITION CONFERENCE & EXPO™ (FNCE®)
If you are a FNCE® exhibitor and seeking additional opportunities to reach attendees, we hope you'll join us!

DBC Executive Committee (EC) Meeting - \$3,000

A unique opportunity to host an intimate roundtable with the DBC Executive Committee members during the Annual DBC EC Meeting held on Saturday, October 15, 2016 at FNCE® in Boston.

Sponsorship includes:

- 30 minute presentation to the DBC leadership
- Dissemination of literature
- Signage in the room
- Opportunity to sample products
- 1 – ½-page advertisement in the DBC spring newsletter (\$1500 value)
- Sponsorship of one monthly E-blast (\$500 value)
- Logo placement and hyperlink on DBC website sponsor page for 12 months

FNCE® Networking Event Opportunity: Sponsorship level: \$1,000-\$5,000. See Table 2.

Saturday, October 15, 2016 – Immediately following the Opening Session at the Convention Center

This year, DBC will gather members immediately following the Opening Session for a “Power Hour” networking event. Scheduled for 1½ hours, this event provides an opportunity for you to meet and greet, as well as share information with attendees.

Dietitians in Business and Communications (DBC) Dietetic Practice Group FNCE® 2016 Sponsorship Opportunities - Power Hour Reception				
SPONSOR BENEFITS	President \$5,000	Ambassador \$3,000	Diplomat \$2,000	Leader \$1,000
Complimentary tickets to the Power Hour (additional tickets can be purchased for \$30 each)	5	4	3	2
1 dedicated e-blast to entire DBC membership	✓ (\$3000 value)			
Advertisement in 1 Issue of DBC Quarterly Membership Newsletter	✓ Full Page (\$3,000 value)	✓ ½ page (\$1500 value)		
Table at the event for dissemination of materials and samples	✓	✓		
Company logo featured at the event	✓	✓	✓	
Recognition on all promotional material prior to event date	✓	✓	✓	✓
Special recognition during the event	✓	✓	✓	✓
300x300 dpi image of your company logo and link to your company website on the sponsorship page of DBC website	✓ 12 months	✓ 8 months	✓ 6 months	✓ 4 months

**Sponsorship communications to members are subject to review and approval by DBC/Academy.*