

## Collaboration Option Details

*Discounts noted on page 3*

### Networking (\$750 - \$1,500 each event)

#### Local Networking Event (\$750) and National / FNCE® Event (\$1,500)

- Recognition within event promotional materials, i.e., monthly e-update, social media, etc.
- Introduction at event
- Product/Coupons and/or educational materials at event
- Admission into event (up to three at local and up to two at national)
- Provide relevant raffle item (optional)
- Integrate interactive experience, i.e., photobooth, headshots, etc. (optional)
- *NOTE: Any FNCE® integration requires the collaborator to have a booth on the Expo Floor*

### One-Way Communication (\$2,250 each effort)

#### Customized Email/E-blast

- Email to all DBC Members
- Up to 500 words with two hyperlinks and one graphic

#### DBC Webinar Content Integration

- Support a DBC planned educational webinar
- Recognition within related marketing materials
- Recognition before, during and after webinar
- Recorded and available for CPEUs on the DBC member website following the live session

#### DBC Business Insights Newsletter Electronic Insert

- Full, front and back page (PDF)
- Content provided by collaborator; PDF copy to DBC office for inclusion

## Two-Way, Non-In-Person Communication (\$4,750 each effort)

### Research Survey plus Customized Email/E-blast

- Email to all DBC Members
- Up to 500 words with two hyperlinks and one graphic
- Survey up to 15 questions, not including demographics
- Recommend incentive given to one random participant; not include in effort cost
- *Note: Generally, needs a minimum of eight weeks to plan*

### Customized Educational Content Webinar with Pre/Post Research Surveys

- Collaborator recommends presenter and topic; 60 minutes
- Recognition within related marketing materials
- Can provide up to 100 words to include in pre/post emails with survey links (<= 10 questions)
- Needs to qualify for one continuing education unit (45 minutes of education)
- Recorded and available for continuing education units to members on the DBC website following the live program
- *Note: Generally, needs a minimum of ten weeks to plan*

### Virtual Member or Executive Committee Focus Group

- Ten to 15 members; 60 minutes
- Materials and incentive (optional) provided by collaborator; approved by Academy

## Two-Way, In-Person Communication (\$10,000 each effort)

### Member or Executive Committee Focus Group

- Ten to 15 members; 60 minutes
- Materials and incentive (optional) provided by collaborator; approved by Academy
- *Note: Recommend conducting at FNCE® or a local Affiliate/State Dietetic Group Annual Conference to minimize travel costs and increase attendance probability. DBC can assist with finding space and coordinating food service if needed, but those costs are separate from this efforts cost. A minimum of eight weeks to plan is needed.*

### Customized or Integrated Educational & Experiential Workshop

- Recognition within event promotional materials, i.e., monthly e-update, social media, etc.
- Theme and content provided by collaborator; approved by Academy
- Three to six hours in duration; respective number of continuing education units
- One to two interactive experience, i.e., photobooth, headshots, etc.
- *Note: Recommend conducting at FNCE® or a local Affiliate/State Dietetic Group Annual Conference to minimize travel costs and increase attendance probability. DBC can assist with finding space and coordinating food service if needed, but those costs are separate from this efforts cost. A minimum of eight weeks to plan is needed.*
- *Note: Depending on the year, DBC conducts in-person or virtual workshops. Please speak with Business Development Chair for additional information.*

*NOTE: Any FNCE® integration requires the collaborator to have a booth on the Expo Floor*

# Collaborator Benefits & Discounts

Relationships are key to the success of any business, and DBC is no different. The team values its collaborators and ensure they all feel valued. Given this,

1. No matter what engagement opportunities chosen, each collaborator will have the opportunity to:
  - a. Have its logo and one link within the monthly 'Take 5' member e-update and on the DBC website for duration of LOA
  - b. Social media collaboration acknowledgement
  - c. Be included within the DBC Annual Report
2. If two or three efforts with DBC occur within a fiscal year, a 10% discount is provided to total package. If four or more efforts with DBC occur within a fiscal year, a 20% discount is provided to total package.

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## Collaborator Opportunities

The below opportunities are categorized by communications to or between DBC members. This approach allows a company to choose the best tactic based on its desired outcome and goals. To note, each bullet is a different initiative, so each bullet costs the respective category amount.

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### Networking: \$750 / \$1,500

- Local Networking Event Integration
- National / FNCE® Event Integration

### Two-Way, In-Person Communication: \$10,000

- Customized or Integrated Educational & Experiential Workshop
- Member or Executive Committee Focus Group

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### One-Way Communication: \$2,250

- Customized Email / E-blast with two hyperlinks and one graphic
- DBC Webinar Content Integration
- DBC **Business Insights** Newsletter Electronic Insert

### Two-Way, Non-In-Person Communication: \$4,750

- Research Survey with Customized Email, with optional link to branded educational materials
- Customized Educational Content Webinar plus Pre/Post Surveys
- Virtual Member or Executive Committee Focus Group

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*NOTE: Any FNCE® integration requires the collaborator to have a booth on the Expo Floor*

*All content and/or initiatives to be pre-approved by the Academy/DBC Executive Committee; survey nor focus group results may not be used in advertising, press releases or external communications - results are intended for internal use only.*