

# DIETITIANS IN BUSINESS AND COMMUNICATIONS

## SPONSORSHIP OPPORTUNITIES

2018 – 2019

Dietitians in Business and Communications  
a dietetic practice group of the  
Academy of Nutrition and Dietetics

EMPOWER DBC  
MEMBERS TO BE FOOD  
AND NUTRITION  
BUSINESS AND  
COMMUNICATIONS  
LEADERS



## Impact

DBC is a lead organization in advancing food and nutrition business and communication initiatives. Members apply their food and nutrition expertise in business, marketing and communication roles. They are influential decision-makers holding leadership positions in or as consultants to:

- CPG Companies
- PR Agencies
- Foodservice Channels
- Restaurant Industry
- Supermarket Sector
- Regulatory Bodies
- Private Practice
- Emerging Technologies
- School Systems
- Sports Nutrition Industry

## Influence

DBC members (1,100), including International members from Sweden, South Africa, New Zealand, Mexico, India, Kenya, Greece, and Singapore and nearly every state in the U.S.

## Intel


**Greater than 1/3** of the members have **26+ years'** experience.



# Strategic Relationship Approach: Value-For-All

DBC offers two main ways to reach DBC members and the EC, including:


- **Engagement:** Relationships with DBC through brand initiative conversations; face-to-face interactions
- **Awareness:** Communications to keep DBC abreast on brand efforts through customized promotion

DBC can be supported in three ways...

<b>1</b>	 <b>Partner</b>	<b>2</b>	<b>Contributor</b>	<b>3</b>	<b>Donor</b>
<ul style="list-style-type: none"> <li>• Provides ways to interact with DBC throughout the year via 'engagement' and 'awareness'</li> </ul>		<ul style="list-style-type: none"> <li>• Line item ways to interact with DBC either via 'engagement,' 'awareness,' or both (<i>line item prices are more expensive than Partner packages</i>)</li> </ul>		<ul style="list-style-type: none"> <li>• Listed as a Donor on the DBC website; contact DBC Executive Office at <a href="mailto:dbc@quidnunc.net">dbc@quidnunc.net</a></li> </ul>	

 *Most popular way to support DBC; Best value* 

## Opportunity Overview

**1**  **PARTNERS:** Differentiate from others throughout the year via a relationship that aligns with your company's goals and provides a cost savings (*between \$1,500 and \$5,500 savings based on level*)

Partnership Levels	President \$19,250	Ambassador \$12,750	Diplomat \$5,750	Director \$3,250
<b>Benefit*</b> <i>Details for each benefit can be found on the next page</i>	<i>One available</i>	<i>One available</i>	<i>Two available</i>	<i>Two available</i>
<b>Customized Workshop for DBC members**</b>	X			
<b>Awareness + Engagement Level Two</b> ( <i>pick one</i> ) <ul style="list-style-type: none"> <li>- Executive Committee Focus Group (June meeting)</li> <li>- Branded Webinar plus Pre/Post Surveys*</li> <li>- FNCE® DBC Happy Hour Upgrade*** (<i>plus fundraiser giveaway and 'Upgrade' out of pockets</i>)</li> <li>- FNCE® DBC DPG Workshop, held in Washington, DC on October 20, 2018.</li> </ul>	X	X		
<b>Awareness Level Two</b> ( <i>pick one</i> ) <ul style="list-style-type: none"> <li>- <i>Insights</i> Newsletter Insert (<i>sent to members</i>)</li> <li>- Customized Email/E-Blast</li> <li>- DBC Content Educational Webinar</li> </ul>	X	X	X	
<b>Awareness + Engagement Level One</b> ( <i>pick two</i> ) <ul style="list-style-type: none"> <li>- Member Focus Group</li> <li>- Customized Email with Survey*</li> <li>- FNCE® DBC Happy Hour Base *** (<i>plus giveaway</i>)</li> <li>- <i>Take 5</i> Monthly Member E-news logo placement with 100 word message</li> <li>- DBC Website Company Logo Placement</li> </ul>	X	X	X	X

\* All content to be pre-approved by the Academy/DBC Executive Committee; survey results may not be used in advertising, press releases or external communications - results are intended for internal use only

\*\*Additional financial commitment to execute; materials subject to DBC/Academy approval; contact DBC Executive Office to learn more

\*\*\* If the activity takes place at FNCE®, DBC sponsors must also be a confirmed FNCE® exhibitor

**CONTRIBUTORS:** Help dietitians spread your messages and advocate for your brand through individual tactics (costs more than PARTNER options because itemized rather than within a package)

Awareness and Engagement	
Level One	
Opportunity	Cost
Member Focus Group	\$4,250+
Customized Email with Survey	\$4,250+
FNCE® DBC Happy Hour Base	\$1,500+
Level Two	
Executive Committee Focus Group	\$6,750+
Branded Webinar plus Pre/Post Surveys	\$6,750+
FNCE® DBC Happy Hour Upgrade	\$1,500+
FNCE® DBC Workshop	\$1,500+
Non-Categorized	
Customized Workshop	\$9,750+

Awareness	
Level One	
Opportunity	Cost
Customized Email/E-Blast	\$1,500
DBC Content Educational Webinar	\$1,500
Level Two	
Insights Newsletter Insert	\$1,750
Direct Mail (minimum of 100)	\$1,700+
Non-Categorized	
Take 5 Monthly Member E- Update	\$500
DBC Website	N/A

## Details\*

### Member Focus Group

- o Virtual or in-person
- o 10 to 15 DBC members; 60 minutes\*
- o Agenda, topic, materials, etc.
- o \$4,250 **plus** related out-of-pocket expenses, i.e., travel, food, space rental, etc., including travel and incentives for participants

Note: In-Person option requires additional time to coordinate site details



### Customized Email with Survey

- o Email to all DBC Members
- o Up to 250 words with two hyperlinks and one graphic, plus up to 15 survey questions\*
- o \$4,250 **plus** incentive for survey participation



### Food & Nutrition Conference & Expo™ (FNCE®)

**DBC Happy Hour Base Option** (available for contract through August 28, 2018)

- o 90 minutes networking with DBC members
- o Incorporation into evening activities
- o Recognition within event promotional materials: October 2018 e-update, electronic mailing list, social media, DBC website, at the beginning and conclusion of the event and via signage (all content provided by sponsor)
- o Three event tickets
- o Start at \$1,500 **plus** fundraiser giveaway

Note: FNCE® DBC sponsors must also be a confirmed FNCE® exhibitor



## Food & Nutrition Conference & Expo™ (FNCE®)

### DBC Happy Hour Upgrade *(available for contract through August 31, 2018)*

- All Base benefits plus...
- Unique interaction with participants, i.e., photo booth, all attendee prize, professional headshots, business or communications books, interactive experience with brand
- **Partners:** \$TBD, cost of mutually agreed upon activation
- **Contributors:** Starts at \$1,500 **plus** cost of activation

*Note: FNCE® DBC sponsors must also be a confirmed FNCE® exhibitor*



### DBC FNCE® Workshop *(available for contract through August 31, 2018)*

- Topic: Salary Negotiation and How to Influence
- Duration: Four hours with three to four speakers
- Opportunity: Unique interactions with participants, i.e., photo booth, all attendee prize, professional headshots, interactive experience with brand, product tasting and feedback
- **Partners:** \$TBD, cost of mutually agreed upon activation
- **Contributors:** Starts at \$1,500 **plus** cost of activation

*Note: FNCE® DBC sponsors must also be a confirmed FNCE® exhibitor*



## Executive Committee Focus Group

- Time (June 21-22, 2018) and Location – Dallas, TX: EC Meeting
- 60-minute; sponsor provide agenda, topic, materials, etc.
- Includes follow-up EC e-communication (*sent by DBC*)
- \$6,750 **plus** any related out-of-pocket expenses, i.e., space rental



## Brand/Company Sponsored Content Educational

### Webinar Plus Survey

- Choose presenter/topic; 60 minutes
- Can distribute a pre-survey to webinar registrants and post- email (up to 250 words) and survey (10 or less questions) to “live” webinar registrants
- Provide one CPEU (*obtained by sponsor through CDR application*) for “live” webinar
- \$6,750 **plus** any incentive for survey completion

*Note: Topic to provide evidence-based, peer-reviewed, non-advertorial education. The webinar title, description, learning objectives and proposed speaker (as well as the survey content and eblast) must be reviewed/approved by DBC/Academy.*



## Customized In-Person Workshop for DBC Members

- o Three to eight hours in duration; three+ CPEUs
- o Necessary components: networking, educational sessions, headshots, food and beverages as relevant
- o Have one or more DBC members as a speaker
- o Communications and business subjects, and content of choice
- o Registration fees \$0 for DBC members; registration fees \$50 for non-DBC members (*fees go to DBC*)
- o \$9,750 **plus** relevant costs for speakers, space rental, food, etc. and respective sponsorship area, i.e., speaker vs. food, etc.

*Note: Planning takes eight to 12 weeks*

## Customized Email/E-blast (\$1,500)

- o Email to all DBC Members
- o Up to 250 words with two hyperlinks and one graphic

## DBC Content Educational Webinar (\$1,500)

- o Support an existing DBC webinar
- o Recognition within webinar promotional materials (*all materials provided by sponsor*)
- o Recorded and available for CPEU to members on the DBC website for three years following the live program

## DBC Business Insights Newsletter Insert (\$1,750)

- o Full page (front/back) PDF to be posted with the electronic newsletter
- o Content and electronic PDF insert provided by sponsor and sent to DBC Office

## Direct Product/Information Mailing

- o Direct mail to entire membership or geographic sub-set
- o Materials provided by sponsor and shipped from DBC Office to member
- o \$1,700+ (*\$17 per mailer; 100 mailers minimum; plus, shipping*)

## DBC Take 5 Monthly Member E-Update (\$500)

- o Up to 150 words
- o Two hyperlinks and one graphic or logo

*\* All content and/or initiatives to be pre-approved by the Academy/DBC Executive Committee; survey and focus group results may not be used in advertising, press releases or external communications - results are intended for internal use only.*

### Potential Agenda

- 9 am: Networking / Headshots
- 10 am: Communications Sessions
- 12 pm: Lunch / Networking / Headshots
- 1:30 pm: Business Sessions
- 3:30 pm: Appetizers / Networking / Headshots
- 5 pm: Event Ends





**ALIGN & COMPARE:** To help determine the best opportunity for your company, the below provides suggested strategic questions to answer prior to deciding on an approach.

1. What is your company’s goal in aligning with DBC? What does your company want to ‘have’ as a result of the relationship with DBC?
2. What strategies and tactics have worked for your company in the past in regard to achieving the above-mentioned goals?
3. How can the above-mentioned success be translated into a working relationship with DBC?

**PARTNERS**

**President** \$19,250

**Ambassador** \$12,750

**Diplomat** \$5,750

**Leader** \$4,750

**Director** \$3,250

**CONTRIBUTORS**

~\$24,700

~14,950

~\$7,950

~\$6,250

~\$4,750

**PARTNER SPONSORSHIP SAVINGS**

~\$5,450

~\$2,200

~\$2,200

~\$1,500

~\$1,500