



Illinois Academy
of Nutrition
and Dietetics

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right. an affiliate of the
Academy of Nutrition and Dietetics

2021-2022 PROSPECTUS



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WHY SUPPORT IAND?

Maximize your investments in Illinois

The Illinois Academy of Nutrition and Dietetics (IAND) is THE professional arm for nutrition and dietetics professionals in the state of Illinois. With an audience of over 4,200 dietitians throughout the state and a steady member base of approximately 3,200 credentialed nutrition experts, we look forward to partnering with your organization or company in line with our mission to positively impact the health and well-being of Illinoisans through food and nutrition. The IAND is a great partner to have when your organization or company looks to gather food and nutrition insights, needs a credible third party to help spread messages or has something new to share with us- those who leverage food and nutrition every day to optimize the health of Illinoisans.

Being a non-profit organization, IAND offers a variety of choices for partnership opportunities to fit every budget. There are a variety of ways to engage with IAND throughout the year including educational webinars, membership emails and surveys as well as the opportunity to devise a unique program to further meet the needs of your organization or company.

For Illinois Academy of Nutrition and Dietetics, relationships with contributors are not about promoting their products or services, but rather about creating nutrition messages that people can understand and act upon to improve their health and that of their families. IAND considers our vision an admission in all decisions, including whether to enter into a relationship with an outside organization or company.

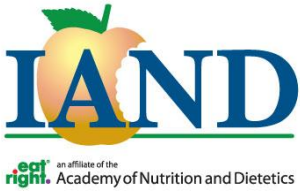


Contributor Packages

As a contributor to the Illinois Academy of Nutrition and Dietetics (IAND), your organization or company gains statewide exposure while expressing support of the activities of IAND to positively impact the health and well-being of Illinoisians through food and nutrition. IAND provides you with unique opportunities to engage with members and enhance the content and quality of learning opportunities. **These packages offer year-round promotional opportunities.**

	Platinum \$7,500 +	Gold \$7,500	Silver \$3,750	Bronze \$950
Benefits				
Presentations				
Customized program for IAND members <i>NOTE: Additional financial commitment will depend upon the program expenses.</i>	X			
Educational webinar for IAND members (x1) - company may sponsor a webinar organized by IAND or we will promote a webinar organized by your company	X	X		
Communications to Members				
Mention in IAND Marketing Materials (x1)	X	X		
President's Message Logo Inclusion	X	X		

Email and Survey to Membership (x1) - composed by your company, sent by IAND	X	X	X	
Article in Newsletter - composed by your company, NOTE: word limits may apply	X Full page	X Full page	X Half page	X Half page
Company Recognition				
Company logo placed on all pages and homepage on the IAND website	X	X	X	X
Dedicated organization or company sponsorship page on the IAND website which includes 3 jpeg images, 3 pdf files, 1 html link video, and company's bio	X	X	X	X
Social Media "Mention" of 3 specific posts of pre-approved content	X	X		



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A La Carte Opportunities

The opportunities listed below do NOT offer any other benefits. For high value, package offerings that include year-round access, please refer to the Contributor Packages on the previous pages.

Webinar: Two options for webinar sponsorship are available. *(60 day notice required)*

Available months include Aug, Oct, Jan, and May.

1. IAND selects pre-approved topics and speakers; sponsors receive a 3-5 minute opportunity at the end of each one-hour webinar and up to 3 slides, subject to approval. **\$1,200**
2. Sponsor chooses topic and provides speaker; IAND must approve topic content, and speaker in advance; sponsors receive a 3-5 minute opportunity to present at the end of each one-hour webinar and up to 3 slides, IAND will submit for CE approval. **\$3,500**

Note: *The Illinois Academy of Nutrition and Dietetics prohibits presentations that have as their purpose or effect promotion and/or advertising. Presentations designed primarily as describing commercially marketed programs, publications or products will not be accepted or tolerated. To this end, sponsors are prohibited from engaging in scripting or targeting commercial or promotional points for specific emphasis, or other actions designed to infuse the overall content of the program with commercial or promotional messages. Statements made should not be viewed as, or considered representative of the IAND or its members.*

Website (Logo and link only):

Your logo will rotate on all pages and will be featured on the homepage.

Six Month \$750

Newsletter:

This electronic newsletter, *The Bulletin*, is sent to all IAND members and is archived in a members-only section of the website. It highlights member accomplishments, district and state events, professional interest, and select sponsors. Cost per newsletter:

Full Page	\$400
Half Page	\$300
Quarter Page	\$200



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A La Carte Opportunities

Dedicated E-blast:

\$500

IAND will send an e-blast to all members with your company's logo and organizational message. This may be sent on a day of your choosing in most cases. Please limit the ad to 500-words or less. Images and hyperlinks may be included. The IAND Executive Committee has final approval of content.

Career Center Posting:

Cost is per job post on the website for 30 days. Please limit the job posting to 300-words or less.

\$100 (Members Only)

\$200 (Public and Members)



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Frequently Asked Questions

Q. Do I have the opportunity to develop a unique program for IAND members?

A. Yes, as a Platinum level Contributor, you would be able to work with the IAND Executive Committee to develop a unique program mutually beneficial to your organization/company. A Program Proposal Form can be supplied to you if you are interested.

Q. How are costs determined for the Platinum level Contributor?

A. The Platinum level Contributor receives the benefits of all other levels, plus the opportunity to provide IAND members with a unique program. The cost of the Platinum level is the Gold - \$7,500 – **plus** the incremental cost of the customized program, which would be determined by the IAND Executive Committee and mutually agreed upon by the Contributor.

Q. Can I reach specific audiences within the IAND member-base?

A. Yes, as a Silver, Gold or Platinum level Contributor, you would be able to request the IAND member sub-groups, subject to the IAND Executive Committee approval and administration capabilities. *Examples include Executive Committee members, specific District members, etc.*

Q. Can the educational webinar mentioned in the Gold level include product mentions?

A. The purpose of the educational webinars is to educate, not promote. They are for organizations/companies that want to be viewed as a resource to the IAND members. All webinar materials are subject to the IAND Executive Committee review and approval.

Q. What type of marketing materials can I be a part of as a Contributor?

A. The Gold and Platinum levels offer Contributors the opportunity to be mentioned within the IAND marketing materials, such as press releases, as a Contributor. Each level will receive at least one mention within the contract term.

Q. For the IAND member email opportunities, would IAND send me all the email addresses?

A. No, IAND member contact information will not be available. Rather, Contributors provide the IAND with the email content and link to survey, if applicable, to distribute. All content and survey questions will be reviewed and approved by the IAND Executive Committee.



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Frequently Asked Questions

Q. What are the contract terms?

A. Contracts are for 12 consecutive months and begin the date of execution by both parties. A renewal reminder will be provided 30 days prior to expiration.

Q. When is payment due?

A. Full payment is due at the time the construct is fully executed.

Q. Who do I make the payment out to?

A. IAND can provide you with the website link to make a credit card payment.

Questions?

Please contact:

Terry McBride

Executive Director

Headquarters@eatrightillinois.org

Phone: 309.364.2919