

ON DPG SPONSORSHIP OPPORTUNITIES: 2016-2017

The **Oncology Nutrition Dietetic Practice Group (ON DPG)** of the Academy of Nutrition and Dietetics (Academy) is the premier organization of oncology-focused nutrition professionals in the United States. Our mission is to provide direction and leadership for quality oncology nutrition practice through education and research. We are a group of over 2300 members serving adult and pediatric patients, including the specialty practice areas of research, cancer prevention, cancer treatment and recovery, palliative care, and hospice.

There are many ways you can support the ON DPG's activities while providing your company with a tremendous opportunity to increase its visibility and gain access to over 2300 Registered Dietitians Nutritionists (RDNs) and Nutrition and Dietetic Technicians, Registered (NDTR) who specialize in oncology nutrition. You can sponsor the ON DPG through many of our various outreach opportunities. Popular options include:

- The quarterly peer reviewed electronic newsletter, *The Oncology Nutrition Connection*.
- Website, which reaches almost 40,000 users and 81,000 page views per month. We offer both a professional and public side with education, patient support, and nutrition tips (www.oncologynutrition.org).
- Educational webinars, teleconferences
- E-blast updates, bimonthly emails from the ON DPG Executive Board to every member
- Sponsorship of leadership meetings, networking events or member meetings**
- Premier Events:
 - FNCE ON-DPG educational breakfast**
 - The Bi-ennial Oncology Nutrition Symposium

The sponsorship opportunities are designed to provide your company maximum exposure through print, mail, electronic media and educational programs, as well as the opportunity to network with our members at professional events. ON DPG Sponsors will be included in the Sponsors' Page on the ON DPG website. As you review the sponsorship options, you will see sponsorship may be customized to support your company's marketing objectives.

Sponsors can choose from the activities and programs listed below to tailor their program.

Annual Sponsor Levels*

<input type="checkbox"/> Diamond Level _____	\$15,000
<input type="checkbox"/> Platinum Level _____	\$10,000
<input type="checkbox"/> Gold Level _____	\$7,500
<input type="checkbox"/> Silver Level _____	\$5,000
<input type="checkbox"/> Bronze Level _____	\$2,500

* Included with all sponsorship levels: newsletter subscription and recognition on the ON DPG website

** Any events sponsored at the Food & Nutrition Conference & Expo™ (FNCE®) require the sponsor to be an exhibitor on the FNCE® Expo floor.

Oncology Nutrition

a dietetic practice group of the



Academy of Nutrition and Dietetics

RECOGNITION & SPONSORSHIP OPPORTUNITIES

Oncology Nutrition Connection: - A quarterly peer-reviewed electronic newsletter: Each issue highlights a specific area of practice. It is sent to all members via e-mail and is available to other professionals through the CINAHL medical index. It is highly valued by the members and resides permanently on the website. Articles written by sponsors and published in *Oncology Nutrition Connection* will be identified as advertisements.

- 1 page advertisement _____ \$1,500 per issue
- ½ page advertisement _____ \$1,000 per issue
- ¼ page advertisement _____ \$500 per issue

ON DPG Website Front Page Advertisement: - Website with public and member sections offering articles of interest, patient nutrition tips, and nutrition and oncology information and resources. Sponsorship page includes a sponsor description (up to 100 words, approved by ON DPG/Academy) and a hyperlinked logo, which invites ON DPG members to view your company's website.

Website Analytics Spring 2016 www.oncolognutrition.org

2016 increase in traffic: 38%	487,000 sessions
>400,000 individual users	>860,000 page views

- 6 months: \$2,000
- 12 months: \$3,000

Educational Activities:

- Webinar or teleconference _____ \$3,000
- Member education grant _____ \$3,500
- Patient education materials _____ \$1,000
- Sponsorship of ON DPG awards (research, practice, service, or poster) _____ \$1,000
- Special Interest Groups: Professional/patient education materials _____ \$1,500 - 3,000

E-Blast Updates: - E-Blasts are brief electronic messages sent to all 2300+ ON DPG members twice monthly to inform them of breaking news, upcoming events, and leadership opportunities. Sponsors may provide a brief description of their event or news about their product and include a "Sponsored by" logo and hyperlink to their website.

- \$500 for 1
- \$800 for 2 (\$450 each)
- \$1050 for 3 (\$350 each)

Sponsors may add their Logo with hyperlink to their website to the footer of the E-Blast

- Once per month x 1 year _____ \$2,000
- One time only _____ \$ 250

MEETING AND MEMBERSHIP OPPORTUNITIES

Executive Committee Meetings : - Sponsorship of Fall or Spring two-day Executive Committee intensive planning meetings provides access to ON DPG executive leaders and allows the opportunity to network and present to the group. The Fall meeting is held in conjunction with the Academy’s Food & Nutrition Conference & Expo™ (FNCE®).

Sponsorship Amount	Sponsor Speaker Time
Welcome 5 minutes	\$500
Speaker 10 minutes	\$1000
Speaker 15 minutes, samples of product	\$2,500
Moderated Focus Group: 90 minutes	\$5000

Member Networking Events and Meetings:-The ON DPG provides sponsors networking opportunities at ON DPG-related meetings and conferences.

Oncology Nutrition Symposium – 2018: - The bi-ennial, multi-day, premier oncology nutrition continuing educational seminar for Registered Dietitian Nutritionists

Local, state, regional meetings and the Academy’s national meeting the Food & Nutrition Conference & Expo™ (FNCE®). Sponsor benefits *may* include:

- Recognition on signage in the conference event room.
- Recognition from the podium during the reception.
- Table for samples, printed materials.
- Company name and logo on invitations sent to ON DPG members who have registered to attend.

Member Breakfast lecture for the Oncology Nutrition Dietetic Practice Group at Food & Nutrition Conference & Expo™ (FNCE®)

- Sponsor is invited to speak for 5 minutes before or after this well-attended lecture.
Breakfast sponsorship _____ \$5,000