

SPONSORSHIP OPPORTUNITIES: 2018-2019

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 cancer patients, and cover research, prevention, treatment, 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. Sponsorship may be customized to support your company's marketing objectives. All materials are subject to approval by the Academy of Nutrition and Dietetics, and must comply with the ON DPG Guiding Principles.

SPONSORSHIP OPTIONS

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. 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

E-Blasts: - E-Blasts messages are sent to all ON DPG members twice monthly to inform them of breaking news, upcoming events, and educational opportunities. Message is placed at the bottom of the member E-blast. 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. Metrics are available to measure response.

- \$750 for 1
- \$1000 for 2 (if same message is used)
- \$1250 for 3 (if same message is used)

ON DPG Website Advertisement: - The Website reaches 40,000 individual users and 81,000-page views per month <http://oncologynutrition.org>.

The Website has both a public and member side offering articles of interest, nutrition tips, and nutrition and cancer information and resources. The 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 link through to your company's website for more information, coupons, or samples of your products.

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

Educational activities:

- Webinar – general sponsorship of a national webinar for ONDPG member CEUs
_____ \$3,000
- Member education grant to be used for conference attendance _____
_____ \$3,500
- Development of patient education materials, with the assistance of ONDPG expertise
_____ \$1,000
- Sponsorship of ON DPG awards (research, practice, service, or poster) _____
_____ \$1,000

Executive Committee Meetings : Sponsorship of Fall or Spring two-day intensive planning meetings provides access to ON DPG executive leaders and allows the opportunity to network and interact with the group. The Fall meeting is held in conjunction with the Academy’s Food & Nutrition Conference & Expo™ (FNCE®). Any events sponsored at the Food & Nutrition Conference & Expo™ (FNCE®) require the sponsor to be an exhibitor on the FNCE® Expo floor.

• Meal	• Sponsorship Amount	• Sponsor Speaker Time
• Breakfast	• \$500	• Welcome 5 minutes
• Lunch	• \$1000	• Speaker 10 minutes
• Dinner	• \$2,000	• Speaker 15 minutes
• Focus Group	• \$5,000	• Moderated Group Interaction 90 minutes

Premier Events: Please request event sponsorship information

- FNCE ON-DPG member event, each Fall.
- The Bi-ennial Oncology Nutrition Symposium which offers 18+ CEUs over 2 ½ days and attracts >400 practicing oncology dietitians. Join us in the sponsorship gallery to meet and greet oncology dietitians, and sample your oncology - related products, next Symposium is scheduled for Spring, 2020.