

2021 – 2022 Sponsorship Opportunities

Management in Food and Nutrition Systems (MFNS) dietetic practice group members are key leaders and decision makers working primarily in hospitals as Foodservice Directors or in other leadership roles. Our most recent member survey¹ provides further information regarding work location and positions:

Work location:

37.5%	Hospitals
29.7%	Schools/universities
20.3%	Long-term care/Rehab
12.5%	Other

Position/title:

37.3%	Food service director/assistant director
23.9%	Manager/coordinator
10.5%	Educator/professor/teacher
28.3%	Other

73.5% of our members make or recommend purchasing decisions.

¹ 2021 member survey

MFNS consistently has approximately 1,000 active members in any given calendar year.

You are invited to collaborate with MFNS through several sponsorship and advertising opportunities. We can customize a level of participation to create a winning package to find the right level and mix of sponsorship to meet your marketing needs.

Sponsorship opportunities include:

- Educational webinars
- Advertising in the newsletter
- Informational/advertorial eblasts to all members
- Special opportunities, including meeting with the Executive Committee or other networking opportunities

Interested in a simple donation to MFNS? You have an option to make a simple donation without a letter of agreement. Payment by credit card or check. Let us know if you would prefer this option.

For more information, please contact MFNS:

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Advertising Opportunities:



Spring 2020 *Market-Link* Newsletter Available!



We're thrilled to announce that our Spring 2020 *Market-Link* newsletter is available.

Download the issue [here](#).

This is an extraordinary issue that includes:

- An update from our Chair, Kim Brenkus
- An extraordinary and comprehensive feature article, "Foodservice Dietitians Manage COV 19," by Char Norton, MS, RDN, LD, FADA, FAND, FFCSS, FHCFA.
- A summary of our 2020 member survey results
- Mediterranean Diet Roundtable

Throughout the issue you'll find notes of appreciation from Executive Committee members.

The *Market-Link* newsletter

The digital *Market-Link* newsletter reaches all MFNS members with timely articles and resources on nutrition, food systems management, leadership, and advocacy. It also provides practice group news and other information of interest to our members.

- Sponsor is responsible for providing artwork in a camera-ready format (subject to MFNS and Academy approval)
- Advertising Fee: \$500 – ¼ page ad; \$800 – ½ page ad; \$1,250 – full page ad
- Digital Insert Fee: \$1,500 for a double-sided, one-page insert that is posted with the newsletter
- Newsletters are permanently archived on the MFNS website and available to members at any time
- Approximate Advertising deadlines
 - Fall Issue August 21
 - Spring Issue April 1

Website – Logo/Resource Links

Your logo will be placed on our website with a click-through link to the web page of your choice (subject to Academy/MFNS approval). You can also place one direct link to a PDF document and add up to 100 words with the posting. The posting is for one year.

- Fee: \$1,000

E-updates

Monthly or bi-monthly e-update to all MFNS members. Sponsorship of the e-update includes up to 2 graphics, 3 links and 150 words. E-updates are archived on the website and available to members.

Open/read-rates for our e-updates average 38-44%.

- Fee: \$500 for one e-update; \$1,200 for 3 e-updates

Sponsored Eblast

Stand-alone message to all MFNS members. Sponsorship of the eblast includes up to 750 words plus 3 images and 4 hyperlinks. Metrics will be provided two weeks after the eblast.

Open/read-rates for our e-updates average 39-45%.

- Fee: \$1,000

Advertising Opportunities (continued):

Sponsored Member Product Mailing

MFNS welcomes the opportunity to send product samples and/or information to all or geographic groups, subject to MFNS/Academy review. Product samples and up to two handouts are sent in bulk to the MFNS office for mailing. You can include information on providing product feedback or requesting additional samples. Ideal for new product launches to get your brand in front of influential Registered Dietitian Nutritionists who are decision-makers in food service.

- Sponsorship Fee: To be determined, based on weight and size of materials to be mailed and number of recipients.
Estimated sponsor cost is \$25 –\$50 per recipient.

Advertisements, sponsored eblasts, and inserts are subject to Academy/MFNS review & approval.

Sponsored Focus Group/Advertorial Virtual Session

Interested in presenting your product/service information to MFNS DPG members? Consider these opportunities!



Executive Committee Virtual Focus Group

- 30 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact with key influential leaders and decision makers in the food and nutrition management arenas
- Interactive discussion and conversation during the session
- Opportunity to send a follow-up survey to participants (up to 7 questions)

Fee: \$750

MFNS DPG Member Virtual Focus Group

- 45 minutes to showcase your product(s) and/or service(s) via an electronic platform on a mutually agreeable day/time
- Interact with MFNS DPG members invited to participate (up to 100)
- Interactive discussion and conversation during the session
- Opportunity to send a follow-up survey to participants (up to 7 questions)

Fee: \$1,000

Educational Opportunities:



Webinars – Individual Topics

Work with the MFNS DPG regarding content and speaker of your choice (subject to MFNS DPG and Academy of Nutrition and Dietetics Center for Lifelong Learning review and approval). This is a great way to showcase specific research, new practice applications, and/or service outcomes. Our webinars are promoted to all members via the website, eblast, social media and event calendar. Your name and logo will be a part of this

promotion, as well as on a beginning and ending slides. These slides are part of the recording, which is posted on the website for at least one year. Depending on the topic, we may be able to work with you to provide a post-webinar self-study option.

- Fee: \$2,000 (plus any fee that you may pay a speaker)

Webinars – General Support

Provide support to a scheduled webinar. Our webinars are promoted to all members via the website, eblast, social media and event calendar. Your name and logo will be a part of this promotion, as well as on a beginning and ending slides. These slides are part of the recording, which is posted on the website for at least one year.

- Fee: \$1,000

Sponsorship Guidelines

MFNS DPG works with food companies and other organizations to develop opportunities that deliver credible, science-based food, nutrition and health messages to consumers and to Academy members.

MFNS sponsors are limited to those who promote products and services that support the advancement of the food, nutrition and culinary profession. MFNS is in alignment with the Academy's sponsorship approval requirements which include:

- The sponsor's vision and mission align with the Academy's Vision, Mission and Strategic Goals.
- The sponsor's product portfolio is broadly aligned with the Academy's Vision: Optimizing health through food and nutrition.
- The sponsor relationship and sponsor product portfolio are broadly aligned with official Academy positions.
- All aspects of the sponsorship (such as research, consumer messaging or professional education for members) align with the Academy's Scientific Integrity Principles.
- The Academy does not endorse any company, brand or company products, nor does the Academy's name or logo appear on any product. Such endorsement is neither actual nor implied.
- The Academy maintains final editorial control and approval of all content in materials bearing the Academy name or logo.
- There is clear separation of Academy messages and content from brand information or promotion.

All opportunities developed will be reviewed in detail for conformance with sound evidence-based science and with MFNS member needs and the Academy's positions, policies and philosophies.

Academy/MFNS maintains editorial control and final approval of all materials associated with sponsored programs and materials.

Sponsors making product statements of properties, performance, nutrient values, beneficial results, etc., should be such that they can be verified by adequate data available in well-accepted, peer-reviewed literature, which is subject to Academy/MFNS approval.