



IAND
Indiana Academy of
Nutrition & Dietetics

2023-2024

Premium Contributor Package Introduction

The Indiana Academy of Nutrition and Dietetics (Indiana Academy or IAND) is a Non-Profit Association of more than 1300 diverse and inclusive dietetic professionals, including Registered Dietitians (RD), Dietetic Technicians Registered (DTR) and Dietetic Students.

IAND members represent all areas of nutrition services including those at hospitals, school food services, public health, long-term care facilities, education, research, private practice, pharmaceutical companies, and special needs.

Our Mission: To optimize Indiana residents' health through food and nutrition and support the RDN profession.

Our Vision: Individual well-being – healthy communities – visionary solutions through RDN expertise.





Our Principles

- **Evidence-based practice:** Commit to life-long learning and promotion of best practices to solve food and nutrition related challenges in Indiana through education and research.
- **Advocacy:** Empower members to be Indiana's food and nutrition experts within the community and advocate for nutrition policy at the local, state, and national level.
- **Integrity:** Act ethically with accountability for commitment to excellence.
- **Mentorship:** Support both student and RDN members in professional development and leadership opportunities.
- **Diversity:** Support a diverse profession and respect differences in ability, age, creed, culture, ethnicity, gender/identity, political affiliation, race, religion, sexual orientation, size, and socioeconomic characteristics.





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More Information

Since November 16, 1921, the Indiana Academy has held an annual meeting for all Dietitians, Registered Diet Technicians, and Dietetic Students across Indiana to provide continuing education opportunities. As a non-profit the Indiana Academy looks to partner with organizations to provide funding. In the following pages you will find various opportunities for supporting the IAND's continued efforts to provide life-long learning, promoting best practices, and empowering our members as Indiana's food and nutrition experts.

IAND's Sponsorship Chair can answer any questions you may have or further discuss contribution opportunities. This individual can be reached at iand_sponsorships@eatrightin.org.

Thank you for your time and consideration in the request for contributions to IAND. We look forward to the opportunity to partner with your organization!





IANAD

**Indiana Academy of
Nutrition & Dietetics**

Premium Contributor Packages



**Diamond
Platinum
Gold
Individual Items**





Premium Contributor Bundles

Package Descriptions	Diamond \$7500	Platinum \$5000	Gold \$2500
Company Recognition			
Company Logo- jpeg placed on IAND website homepage	X	X	
Company Logo- in electronic marketing and event materials	X	X	X
Social Media "Mention" Prior to Annual Meeting- Thank you/link back to your website	X	X	X
Communications to Members			
Email to Full Membership (x1) – composed by your company, requires IAND Board approval; sent to members by IAND	X		
Email to Annual Meeting Registrants (x1) – composed by your company, requires IAND Board approval; sent to members by IAND		X	X
Article in e-Newsletter (x1)- composed by your company, word limits may apply; requires IAND Board approval; sent to members by IAND	X	X	X
Member Mailing (One Time) – composed by your company, requires IAND Board approval; sent to members by IAND	X	X	
Leadership/Board Meeting Time			
One on One time with IAND Board during Board Meeting at Annual Conference	X	X	X
Annual Meeting			
Option to Sponsor Lunch- Address Attendees and Feature Product Information/Recipes (Only 2 available)	X	X	
Option to Sponsor a Speaker	X		
Option to Sponsor Refreshment Break or Break-Out Session Speaker	X	X	X
Featured Exhibit Space in Exhibit Hall/Cooking Demo Opportunity Cooking Demo - dependent on event space rules	X	X	
Booth Space in Exhibit Hall			X
Literature in Participant Bags	X	X	X
Complimentary Registration for One (x2 days)	X	X	X

★ = Only way to get this option



Diamond Package

Package Descriptions	Diamond \$7500
Company Recognition	
Company Logo- jpeg placed on IAND website homepage	X
Company Logo- in electronic marketing and event materials	X
Social Media “Mention” Prior to Annual Meeting- Thank you/link back to your website	X
Communications to Members	
Email to Full Membership (x1) – composed by your company, requires IAND Board approval; sent to members by IAND	X
Article in e-Newsletter (x1)- composed by your company, word limits may apply; requires IAND Board approval; sent to members by IAND	X
Member Mailing List (For One Time Use) – composed by your company, requires IAND Board approval; sent to members by IAND	X
Leadership/Board Meeting Time	
One on One time with IAND Board during Board Meeting at Annual Conference	X
Annual Meeting	
Option to Sponsor Lunch- Address Attendees and Feature Product Information/Recipes (Only 2 available)	X
Option to Sponsor a Speaker	X
Option to Sponsor Refreshment Break or Break-Out Session Speaker	X
Featured Exhibit Space in Exhibit Hall/Cooking Demo Opportunity Cooking Demo - dependent on venue rules	X
Literature in Participant Bags	X
Complimentary Registration for One (x2 days)	X



Platinum Package

Package Descriptions	Platinum \$5000
Company Recognition	
Company Logo- jpeg placed on IAND website homepage	X
Company Logo- in electronic marketing and event materials	X
Social Media "Mention" Prior to Annual Meeting- Thank you/link back to your website	X
Communications to Members	
Email to Annual Meeting Registrants (x1) – composed by your company, requires IAND Board approval; sent to members by IAND	X
Article in e-Newsletter (x1)- composed by your company, word limits may apply; requires IAND Board approval; sent to members by IAND	X
Member Mailing List (For One Time Use) – composed by your company, requires IAND Board approval; sent to members by IAND	X
Leadership/Board Meeting Time	
One on One time with IAND Board during Board Meeting at Annual Conference	X
Annual Meeting	
Option to Sponsor Lunch- Address Attendees and Feature Product Information/Recipes (Only 2 available)	X
Option to Sponsor Refreshment Break or Break-Out Session Speaker	X
Featured Exhibit Space in Exhibit Hall/Cooking Demo Opportunity Cooking Demo - dependent on venue rules	X
Literature in Participant Bags	X
Complimentary Registration for One (x2 days)	X



Gold Package

Package Descriptions	Gold \$2500
Company Recognition	
Company Logo- in electronic marketing and event materials	X
Social Media “Mention” Prior to Annual Meeting- Thank you/link back to your	X
Communications to Members	
Email to Annual Meeting Registrants (x1) – composed by your company, requires IAND Board approval; sent to members by IAND	X
Article in e-Newsletter (x1)- composed by your company, word limits may apply; requires IAND Board approval; sent to members by IAND	X
Leadership/Board Meeting Time	
One on One time with IAND Board during Board Meeting at Annual Conference	X
Annual Meeting	
Option to Sponsor Refreshment Break or Break-Out Session Speaker	X
Booth Space in Exhibit Hall	X
Literature in Participant Bags	X
Complimentary Registration for One (x2 days)	X



Sponsorship Options Outside of Premium Packages



Available individually or can combine

Pick 3 - get 5% discount

Pick 4 - get 7% discount

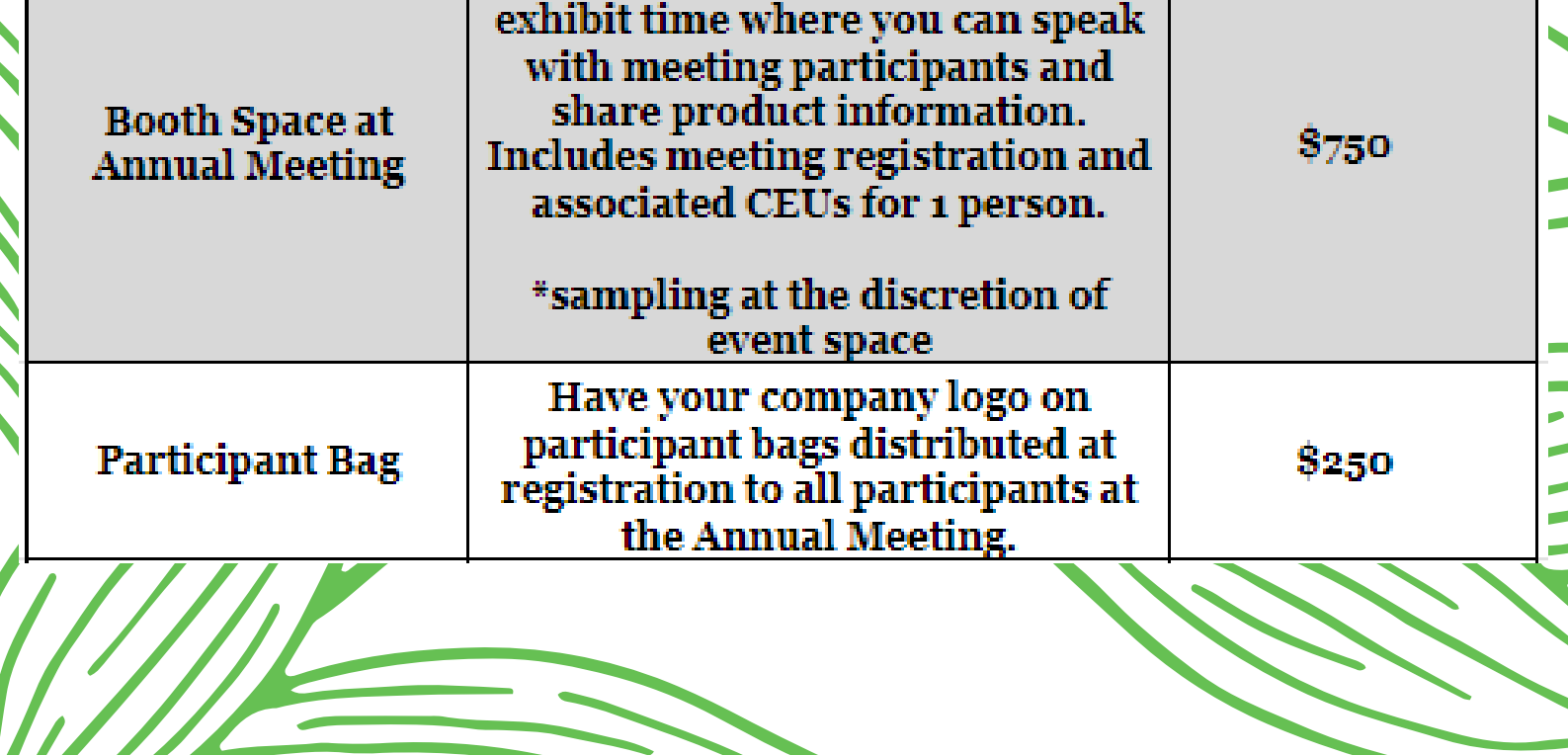
Pick 5 - get 10% discount





Annual Meeting Options

Contributor Options	Details	Cost
Annual Meeting Networking Event/Cocktail Hour	Sponsor an evening networking event for meeting attendees. Company name used in all promotional information. Opportunity to present product or company information to participants (5-10 min) and give out promotional information/product. *at the discretion of event space	\$1,000 + cost of food & beverage
Annual Meeting Snack/Beverage Sponsor	Sponsor snack break or beverages for the annual meeting. Company name will be used in agenda/program, promotional information and company logo can be placed at the set up location, and sponsor can be present at the table to speak with guests.	\$500 + cost of food/beverage
Booth Space at Annual Meeting	Participate in the annual meeting exhibit time where you can speak with meeting participants and share product information. Includes meeting registration and associated CEUs for 1 person. *sampling at the discretion of event space	\$750
Participant Bag	Have your company logo on participant bags distributed at registration to all participants at the Annual Meeting.	\$250





Year Round Sponsorship Options

Contributor Options	Details	Cost
Virtual Lunch & Learn with Sponsored Sample Shipments - ALL Indiana RDs (not just AND members) *Dates available June-December	<p>Let IAND send your product samples with information sheet to webinar participants by registration deadline. Samples and cut sheets are sent in bulk to the companies providing our shipping services.</p> <p>Include a webinar polling question based on sample distribution for full results. Sponsor provides creative advertising in either a .jpeg or .gif format.</p> <p>The sponsor is responsible for submitting approved copy and list of samples and subject to IAND approval.</p> <p>Information sent to all RDs in Indiana. This information will also include information and opportunity to join AND/IAND.</p> <p>+ 2 e-blasts - company must provide copy to IAND for approval and communication with members + IAND will send out communication to members for registration</p> <p>*Dates available June - December ONLY</p>	<p>\$3,000 + \$30 per person shipping cost</p>
Virtual Lunch & Learn with Sponsored Sample Shipments - IAND members *Dates available June-December	<p>Let IAND send your product samples with information sheet to webinar participants by registration deadline. Samples and cut sheets are sent in bulk to the companies providing our shipping services.</p> <p>Include a webinar polling question based on sample distribution for full results. Sponsor provides creative advertising in either a .jpeg or .gif format.</p> <p>The sponsor is responsible for submitting approved copy and list of samples and subject to IAND approval.</p> <p>Information sent to all RDs in Indiana. This information will also include information and opportunity to join AND/IAND.</p> <p>+ 2 e-blasts - company must provide copy to IAND for approval and communication with members + IAND will send out communication to members for registration</p> <p>*Dates available June - December ONLY</p>	<p>\$1,500 + \$30 per person shipping cost</p>

Year Round Sponsorship Options

Contributor Options	Details	Cost
Membership Email Communication	For a more expansive reach, a separate dedicated e-blast can be sent to all IAND members about your product, contest, or service. Sponsor provides creative advertising in either a .jpg or .gif format. The sponsor is responsible for submitting approved copy and done on pertinent link, subject to IAND & Academy approval. May contain up to 250 words with two hyperlinks and one image. Includes receipt of metrics report (open/read rate and click-through rate).	One e-blast: \$750 Two e-blasts: \$1,300 Three e-blasts: \$1,800
Website Advertising	Advertise your organization on the IAND website.	1 year - \$1,000 6 months - \$500

The Indiana Academy is an affiliate of the Academy of Nutrition and Dietetics and has been serving citizens of Indiana since 1923. Initially organized as the Indianapolis Dietetic Association in November 1921, the group was expended to become the Indiana Dietetic Association in March 1923.



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