

Food & Culinary Professionals

a dietetic practice group of the
 Academy of Nutrition
and Dietetics

Food and Culinary Professionals Dietetic Practice Group Sponsorship Prospectus June 2017 – May 2018

Reach an Influential Group of
Nutrition and Culinary Leaders in the Dietetics Profession.
We're Celebrating Our 20th Anniversary!

Are you seeking opportunities opportunity to showcase your brand with food editors, chefs, or Registered Dietitian Nutritionists (RDNs) involved in areas that include media, food safety, restaurants, supermarkets or agriculture?

Then you have come to the right place. The Food and Culinary Professionals (FCP) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics, is the premier culinary organization for food and nutrition professionals, and one of the larger practice groups within the Academy. With more than 2500 members (including 240 student members), FCP leads culinary education and the promotion of food and culinary initiatives within the dietetics profession.

Our 2017-2018 sponsorship platform offers many exciting opportunities for industry sponsorship with our influential organization. Opportunities include:

- ✓ Participation in special events that highlight your products, messaging and services.
- ✓ Branded advertisement in our member newsletter, *Tastings* (published four times per year), as well as our monthly e-update, *On the Menu*, to expand your message.
- ✓ Targeted messages to one or more of our sub-specialty groups (*see page XX*).
- ✓ Lectures, seminars, webinars and experiential learning activities with a focus on food, nutrition and cuisine that provide opportunities to put your product to work.
- ✓ Popular recipe contests, which offer a way to build relationships with our members and subgroups by leveraging nutrition through grocery, retail, restaurant, hospitality, foodservice, agriculture and food safety specialties. Results-focused surveys that gather member feedback to measure your messages.
- ✓ Social media opportunities to strengthen your outreach.
- ✓ Face-to-face opportunities to meet with FCP influential leaders
- ✓ March 2019 Culinary Workshop anticipating 150 attendees, location TBD.

Please review the general sponsorship guidelines on Page 9.

2017 – 2018 Sponsorship Opportunities

FCP offers a variety of sponsorship opportunities and can work with you to customize a level of sponsorship to create a win-win partnership. We're confident you'll find the right level and mix of sponsorship opportunities to meet your marketing needs.

Member Education

FCP offers sponsors the opportunity to underwrite one-hour, online, science-based educational webinars. Sponsors may customize the webinar content and select speakers on an agreed upon topic (subject to review), while FCP fully manages the promotion and implementation. Average registration for the webinars ranges from 225 – 400 participants. All FCP members have access to handouts, the webinar recording and CPEU at no charge. The recorded webinar is also available for FCP member self-study, expanding the "reach" of the webinar content for three years after the "live" event.

You will provide a proposed topic, description and speaker information for preliminary review. Once approved, a date and timeline for the webinar will occur.

- Sponsor name is included in email promotions, in the educational event listing and at the start of the webinar.
- Notes/slides and the recorded webinar are posted in the members' only section of our website.
- Educational event summary is publicized in *On the Menu*, with sponsor attribution.
- There is social media promotion of the webinar, including Facebook and Twitter, with specific mention of sponsorship.
- Sponsor logo and speaker recognition included at the start of the webinar.

Sponsorship Fee: Webinar - \$4,000, plus any speaker costs.

We are now reserving dates beginning July 2017 through May 2018.

Sponsored Member Product Mailing

FCP welcomes the opportunity to send product samples and/or information to selected subgroups or geographic groups (or a combination), subject to FCP/Academy review. Product samples and up to two handouts are sent in bulk to the FCP Office for mailing. You are able to 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.

Sponsorship Fee: To be determined, based on weight of materials to be mailed and size of distribution group, as well as whether a post-mailing survey is sent to recipients.

Estimated sponsor cost is \$35 –\$50 per recipient.

Website-based Sponsored Resources

FCP welcomes the opportunity to post your logo with a click-through to your website, along with up to three (3) additional resource links, subject to FCP/Academy review. This includes specific links on our Facebook page. These resources can be posted on our sponsor page or in a designated area associated with each of our subgroup (restaurant/retail, food safety, supermarket and agriculture) resource pages.

Sponsorship Fee: \$2,000

Recipe Contest

If you are interested in a recipe contest, we can begin planning for June 2017 and beyond!

FCP offers the opportunity to sponsor a recipe contest open to FCP members, subject to FCP/Academy approval.

- Sponsor works with FCP regarding contest details, focus, theme and rules.
- FCP manages the implementation and contest execution, including finalist recipe testing.
- As the sponsor, you select the winning recipe(s).
- The number of recipe entries submitted varies according to the parameters of the contest, and generally ranges between 30 and 100. The sponsor receives all submitted recipes and owns the rights to them.

In addition to receiving all submitted recipes developed by exceptional professionals, other benefits include:

- FCP develops and posts a short recipe contest orientation video recording. The recording is posted both on Facebook and the FCP website (as well as promotion via Twitter) and will serve as a contest orientation and inspiration.
- Sponsor branded products used in submitted recipes.
- Opportunity to provide content for one dedicated eblast announcing the contest and include up to two links to the sponsor's website (valued at \$3,000).
- Recipe contest winners announced at a designated FCP event or via a communication tool, which may include FNCE® FCP networking event (subject to your company being a FNCE® exhibitor) or March 2019 culinary workshop, depending on contest timing.
- FNCE® Networking event sponsorship (subject to your company being a FNCE® exhibitor) and/or member communications sponsorship (eblast, *On The Menu*) available at a discounted rate
- Opportunity to market directly to the members via a second sponsored eblast after the contest winners are announced.
- Sponsor name included in multiple channel promotions, including Facebook, Twitter, our five electronic mailing lists and our monthly *On The Menu* e-updates. These promotions are both throughout the contest submission period and in announcing the contest winners.
- Sponsor name and logo included in the sponsorship section on website and in all promotional materials.

Sponsorship Fee: \$15,000 (excluding expenses related to prizes and awards that the sponsor provides directly to recipe contest winners, cost of writing eblast copy).

FCP provides up to four (4) contest opportunities per year.

FCP 2019 Culinary Workshop

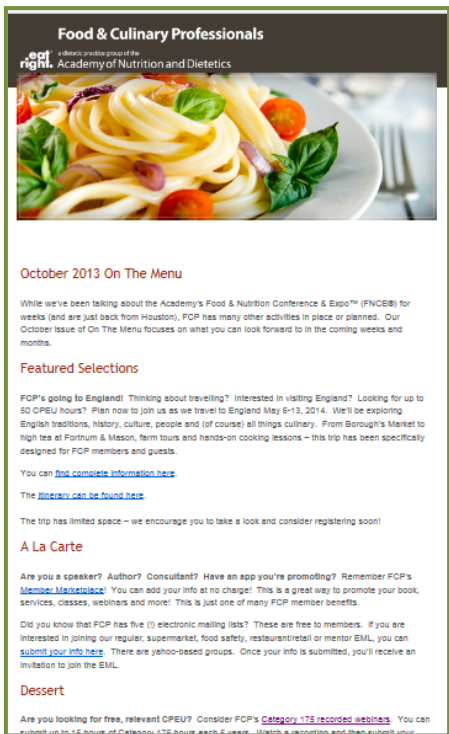
Every other year, FCP conducts a 2+ day culinary workshop. Planning for 2019 has begun!

If you are interested in learning more about workshop sponsorship, let us know. We anticipate a location and preliminary program will be available by February 2018 and a complete program and sponsorship opportunities available by May 2018.

Member Communications

FCP offers a variety of communication vehicles to reach members. Whether it is outreach to our entire membership or a sub-specialty group, we can tailor a program to meet your needs. Membership in the sub-specialty groups includes supermarket/retail (701), restaurant/hospitality (579), food safety (528) and agriculture (415). (5/9/17)

NOTE: FCP limits sponsored eblasts to 2 per month, with a possible 3rd to a sub-group. Check with us on availability.



On The Menu (E-Newsletter) Sponsorship

Each month, FCP sends an e-update to all members and Friend members (approximately 2,500). Sponsorship of a monthly e-update includes:

- Logo and content (up to 250 words) with click-through to your website.
- Click-through link to a 1-page fact sheet or opportunity to link to a subscription sign-up (subject to FCP/Academy review).
- Receipt of metrics report (open/read rate and click-through rate by link).

The monthly e-updates are permanently archived on the member side of our website. The average read rate is 35 – 40%.

Sponsorship Fee: \$2,000

On The Menu (E-Newsletter) Abbreviated Sponsorship

Each month, FCP sends an e-update to all members and Friend members (approximately 2,500). Abbreviated sponsorship of a monthly e-update includes:

- Logo and content (up to 100 words) with click-through link to your website.
- Receipt of metrics report (open/read rate and click-through rate).

The monthly e-updates are permanently archived on the member

side of our website. The average read rate is 35 – 40%.

Sponsorship Fee: \$750

Tastings Newsletter Educational Insert

Tastings quarterly newsletter provides an opportunity to include an educational insert.

- Insert is a stand-alone 1-page, 2-sided PDF posted with the newsletter and referenced in all newsletter release information.
- The insert must include a web address and references and is reviewed by FCP and the Academy.

Sponsorship Fee: \$3,000

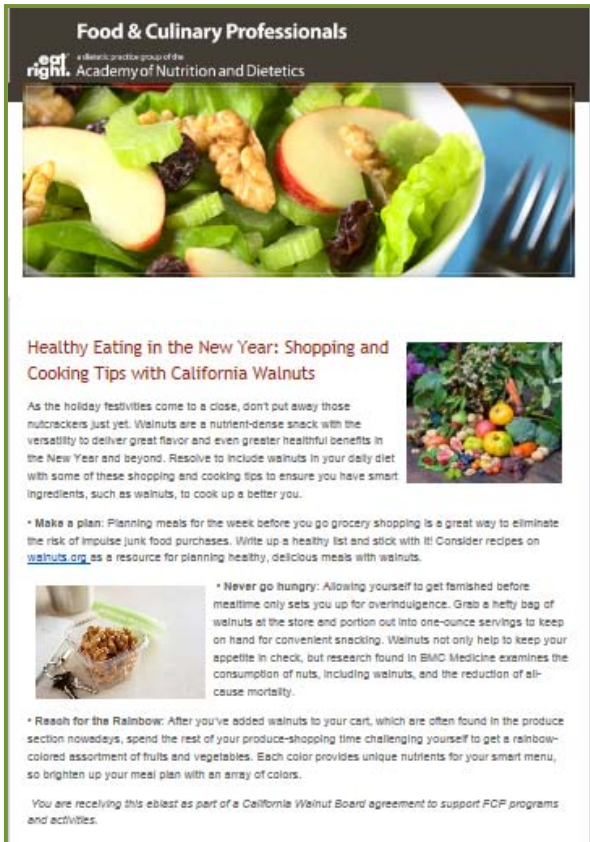
Tastings Newsletter Advertisement

Tastings quarterly newsletter provides an opportunity to include either a ¼-page or ½-page advertisement.

- Advertisement is reviewed by FCP and the Academy.
- Copy must be sent ready to insert.

Sponsorship Fee: \$750 (1/4 page), \$1,500 (1/2 page)

Member Communications (continued)



The screenshot shows an eblast from Food & Culinary Professionals. The header includes the organization's name and logo. The main title is "Healthy Eating in the New Year: Shopping and Cooking Tips with California Walnuts". Below the title is a photograph of a salad with walnuts and apples. The text discusses the benefits of walnuts and provides tips for shopping and cooking. It includes three bullet points: "Make a plan", "Never go hungry", and "Reach for the Rainbow". At the bottom, it mentions that the eblast is part of a California Walnut Board agreement.

Sponsored Eblast Message or Survey – All FCP Members

FCP welcomes the opportunity to send a sponsored company eblast. This opportunity includes a stand-alone eblast message (up to 500 words) or a shorter message (up to 200 words) with a link to a survey subject to FCP/Academy review. The survey must be for internal use only.

- Click-through link to your website with your logo.
- Click-through link to a 1-page fact sheet or a click-through link to a short survey (8 or fewer questions). (Both subject to FCP/Academy review and approval)
- Specific reference on FCP's Facebook page.
- Receipt of metrics report (open/read rate and click-through rate).

Sponsorship Fee: \$3,000

Sponsored Eblast Message or Survey – One FCP Sub-Specialty Group

FCP welcomes the opportunity to send a sponsored company eblast, subject to FCP/Academy review. This opportunity includes a stand-alone eblast message (up to 500 words). While there is not a significant cost savings to conducting a targeted e-blast due to the

administrative time involved in the customization, it does provide an opportunity to customize messages to target a specialty group. The average read rate is 30 – 34% with a click-through rate of 25 – 30%.

- Click-through link to your website with your logo.
- Click-through link to a 1-page fact sheet (subject to FCP/Academy review).
- Receipt of metrics report (open/read rate and click-through rate).

Sponsorship Fee: \$2,000

Sponsored Eblast Message or Survey – Customized Header

If you would like your eblast to have a custom header (provided by you), this is your opportunity! FCP welcomes the opportunity to send a sponsored company eblast. This opportunity includes a stand-alone eblast message (up to 500 words) or a shorter message (up to 200 words) with a link to a survey subject to FCP/Academy review.

- Click-through link to your website with your logo.
- Click-through link to a 1-page fact sheet or a click-through link to a short survey (8 or fewer questions). (Both subject to FCP/Academy review and approval).
- Specific reference on FCP's Facebook page.
- Receipt of metrics report (open/read rate and click-through rate).

Sponsorship Fee: \$4,000 (all members), \$3,000 (1 subgroup)

The Food & Nutrition Conference & Expo™ (FNCE®) 2017 Chicago, Illinois ~ October 21-24, 2017

Plan to join us for one or more of our events as we celebrate our 20th anniversary! FCP is known for its exceptional programming during FNCE® – and this year will be no exception. The largest food and nutrition conferences in the country, FNCE® attracts over 10,000 food and nutrition professionals from 49 countries eager to learn about current research, food trends, and all things related to food and culinary. FCP's events are sought-after opportunities by both members and sponsors.

Note: Final participation terms and conditions are subject to review by the Academy of Nutrition and Dietetics. Participation as a FNCE® event sponsor is limited to Academy FNCE® exhibitors.

Executive Committee Meeting

Friday, October 20, 2017

- 20 minutes to showcase/present product via food samples/beverages and the sharing of information via a presentation
- Interact with FCP leadership (approximately 20 leaders)

Sponsorship Fee: \$3,000

Chopping Block Hands-On Event

Friday evening, October 20, 2017

This unique opportunity provides a opportunity to have your product incorporated into the menu, as well as an opportunity to present information (up to 20 minutes) and mix and mingle with our attendees. As an event sponsor, you can have up to 2 registrants for this event. The total event time is 3 hours.

This event will support up to 2 sponsors.



- Up to 60 attendees.
 - Opportunity to provide attendees with educational materials and/or product samples at the conclusion of the event.
 - Opportunity to suggest products and recipes to be incorporated in to the event (subject to review and approval by FCP and the venue)
- Sponsorship recognition at event and in promotional materials, subject to FCP approval.



Sponsorship Fee: \$5,000 (excluding expenses related to providing product for incorporation as allowed by the venue, speaker expenses and/or handout materials)

Networking Reception
Sunday, October 22, 2017
Chicago Cultural Center
6:30 – 9:00 p.m.



FCP's premier FNCE® event (and one anticipated by most attendees), our Sunday evening reception features an evening mingling with sponsors and members. Highlights include great food and beverages, as well as an opportunity to informally connect with our influential members. This well-attended event is a great opportunity to provide our members with a "heads-up" about your product or service prior to the event.

We are at the iconic Chicago Cultural Center and anticipate 325 attendees.

Please see the list on the next page for an overview of networking event sponsor benefits.

Sponsorship Fee: \$5,000 - \$10,000

FNCE® Sponsorship Benefits At-a-Glance

Participation as a FNCE® event sponsor is limited to Academy confirmed FNCE® exhibitors.

Package Component	Gold \$10,000	Silver \$5,000
Complimentary tickets to FCP FNCE® Networking Event	8	4
Product incorporation in to two (2) courses of the menu. (Subject to venue/caterer approval and possible recipe modification)	X	
Product incorporation in to one (1) of the menu. (Subject to venue/caterer approval and possible recipe modification)		X
Recognition in FCP's <i>Tastings</i> newsletter <ul style="list-style-type: none"> ▪ Half-page advertisement in Winter 2018 issue ▪ Quarter-page advertisement in Winter 2018 issue 	X	X
Pre- or post-event <i>On the Menu</i> e-update messaging (150 words, 1 graphic, 2 hyperlinks), subject to Academy and FCP review and approval. <i>*The On the Menu monthly e-update is published the second week of each month. Copy must be received at least 2 weeks in advance for review.</i>	3	1
Logo recognition on the FCP website with click-through link to website	X	X
Opportunity to provide handouts, materials and/or other information to network event participants. We are creating a "Departure SWAG Bag" for our guests. We welcome your items to incorporate into this new feature. (Items must be shipped in advance to FCP.) We encourage you to be creative – T-shirts, water bottles, food samples, recipes...the options are endless!	X	X
Opportunity to have an information table. We have excellent space with plenty of opportunity for you to share information. This is a 6' table.	X	X
Opportunity to have an expanded sponsor space, to include a "selfie" corner or other promotional opportunity	X	
Participation in the VIP welcoming reception	X	X
Sponsor recipes posted on FCP website for one year (subject to FCP/Academy approval).	4 recipes	2 recipes
Sponsored eblast pre- or post-FNCE®. This is subject to scheduling, availability, and FCP/Academy approval.	25% discount	10% discount

Note: Costs associated with product placement and/or samples at your sponsor table are an additional cost (TBD).

Sponsorship Guidelines

FCP 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.

FCP sponsors are limited to those who promote products and services that support the advancement of the food, nutrition and culinary profession. FCP 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.

A Sponsorship Request for Information Form may need to be completed prior to sponsorship approval.

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

FCP/Academy 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 FCP/Academy approval.

Contacts for Sponsorship Opportunities

- Nancy Siler, MS, RDN, LDN, CFCS, FCP Sponsor Chair, nancy_siler@yahoo.com, 630-605-9012 (cell)
- Barb Pyper, MS, RD, SNS, FCSI, FAND, FCP Executive Director, fcp@quidnunc.net, 206-935-5104

About FCP

In 1997, a food-savvy network of registered dietitians formed FCP, a specialized professional group within the Academy of Nutrition and Dietetics. Today, this dynamic group is a driving force in promoting culinary expertise among its own members.

FCP has hosted celebrity chefs, such as Alan Wong, Joanne Weir, Rick Bayless and Sara Moulton, at the Academy's annual Food & Nutrition Conference & Expo™ (FNCE®) drawing record-breaking attendance. At the forefront of innovative seminars, workshops and classes, FCP helps food and nutrition professionals hone their professional skills by offering educational events at the Culinary Institute of America - Greystone, the Washburne Culinary Institute – Chicago, Scottsdale Culinary Institute, The Art Institute of Colorado and other prestigious cooking schools. Additionally, the FCP quarterly newsletter, *Tastings*, our active electronic mailing list and monthly educational forums help members stay on top of culinary trends in addition to nutrition and food science. FCP offers an annual international educational trip which has toured Spain, Thailand, France, Greece, Mexico, Ireland, Argentina, England, Sardinia, Chile and Italy. In 2018, the trip is planned for the Emilia Romagna region of Italy.

Highly visible in the culinary community, FCP members are active in several organizations, including the American Culinary Federation and the International Association of Culinary Professionals.

FCP's diverse and influential members include:

- Chefs
- Culinary educators
- Family and consumer sciences educators
- Food and beverage directors
- Food editors from top-ranked consumer magazines
- Food scientists and researchers
- Food writers and cookbook authors
- Public relations executives
- Retail, manufacturer and restaurant consultants
- Sales and marketing professionals
- Television reporters

Sub-specialty groups within FCP include supermarket/retail (701 members), restaurant/hospitality (579 members), food safety (528 members) and agriculture (415 members). (5/9/17)

Our Mission

Empower members to be the nation's food, culinary and nutrition leaders.

Our Vision

Optimizing the nation's health through food and nutrition.

About The Academy of Nutrition and Dietetics

The 75,000 food and nutrition professionals of the Academy of Nutrition and Dietetics make the Academy the nation's largest organization of food and nutrition professionals. The Academy serves the public by promoting optimal nutrition, health and well-being. Academy members are the nation's food and nutrition experts, translating the science of nutrition into practical solutions for healthy living. Other members include clinical and community dietetic professionals, consultants, food service managers, educators, researchers, dietetic technicians and students. Nearly half of all Academy members hold advanced academic degrees. The activities of FCP support and enhance the mission of the Academy of Nutrition and Dietetics by improving food education and advancing culinary knowledge and skills within the profession.