

2012 Sponsorship Opportunities

The Dietitians in Integrative & Functional Medicine (DIFM) Dietetic Practice Group is approximately 3,000 members strong, comprised of Registered Dietitians (RDs) who practice in, or have specific interest in, this unique approach to nutrition, health and wellness. We use a holistic, “Food as Medicine” approach to personalized health and healing based firmly in the Integrative Medicine Model. Whole-foods therapies, targeted supplements, mind-body modalities and personalized nutrition form the basis of “integrative and functional medical nutrition therapy” (IFMNT), which is how Integrative RDs are reshaping healthcare.

Our MISSION

Empower members to be leaders in evidence-based practice including healing with whole foods, holistic healthcare, personalized genomics, and functional nutrition therapies through education, collaboration and community building.

Our VISION

Optimize health and healing through integrative medical nutrition practices.

With your support and partnership, we can continue to transform healthcare! Partnering with DIFM provides a variety of opportunities for reaching Integrative RDs. In addition to exposure and marketing for your company, your support and can provide our members with valuable education and resources that enhance their knowledge, and support their practice in IFMNT.

We are very selective with the sponsors we accept, and we want you! Our goal is to create a sponsorship package that will maximize your impact and revenue, while providing meaningful tools and education for our Integrative RDs.

What you can expect as a Sponsor

- Gain visibility among Integrative RDs nationwide and deliver your core messages to leaders in the Integrative nutrition community
- Maximize impact and exposure through various vehicles, such as newsletters, electronic communications, advertising and/or links on the DIFM website, and at educational events such as workshops and webinars
- Increase exposure and revenues by targeted marketing of your products and services
- Acknowledgement in our Annual Report and/or DIFM newsletters, based on sponsorship level

Types of Sponsorship

Professional Development

- Webinars
- Speakers at DIFM educational events
- Educational newsletter articles
- Grants for development of IFNMT fact sheets or educational PowerPoint presentations for member use

Member Communications

- Newsletter sponsorship, in full or in part
- Round table discussions with key DIFM leaders and opinion makers
- eBlasts to members via our electronic mailing list
- Your company logo and website link on the DIFM website

Awards, Honors and Stipends

- Visionary Leadership Award
- Excellence in Service Award
- Excellence in Practice Award
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- Educational Stipends for RD members and student members

Networking Events

- Sponsorship of Annual Member Breakfast at FNCE
- Sponsorship of other networking events planned at FNCE
- Sponsorship of the DIFM Workshop, in full or in part
- Exhibiting at the DIFM Workshop
- Gifts in kind for the DIFM workshop or member breakfast
- Attendee tote bag inserts
- Sponsorship of meal or break refreshments at DIFM events

Sponsor Levels

Titanium.....	\$20,000
Platinum.....	\$15,000
Diamond.....	\$10,000
Gold.....	\$ 7,500
Silver.....	\$ 5,000
Bronze.....	\$ 3,000
Copper.....	\$ 2,000
Ruby.....	\$ 1,500
Emerald.....	\$ 1,000
Turquoise.....	\$ 500

Sponsorship Packages: receive additional benefits at a discount

Titanium Sponsorship: Cost = \$20,000 Value = \$26,500

Sole sponsorship of the DIFM member breakfast at FNCE

Benefits include:

- Provision of a keynote speaker for the event (value, \$3500)
- Full page ad in newsletter in three electronic issues of newsletter (value, \$6000)
- One full page insert in print issue of one issue of newsletter (value, \$2000)
- Company logo and website link on DIFM website for 12 months (value, \$6000)
- Two educational webinars for members (value, \$6000)
- Recognition in 12 monthly eblasts to members, with link to your website (value, \$3000)

Platinum Sponsorship: Cost = \$15,000 Value = \$19,500

Sole Sponsorship of the DIFM Leadership Retreat

Benefits include:

- Provision of educational presentation to the group, including your products and services (value, \$4000)
- Half page ad in newsletter in three electronic issues of newsletter (value, \$4500)
- One full page insert in print issue of newsletter (value, \$2000)
- Two educational webinars for members (value, \$6000)
- Company logo and website link on DIFM website for six months (value, \$3000)

Diamond Sponsorship: Cost = \$10,000 Value = \$13,000

Co-Sponsor of the DIFM Workshop

Benefits include:

- Provision of one educational speaker for the event (approved by DIFM/ADA) (Value, \$3500)
- Half page ad in newsletter in three electronic issues of newsletter (value, \$4500)
- One educational webinar for members (value, \$3000)
- Company logo and website link on DIFM website for four months (value, \$2000)

A la Carte Sponsorship Selections:

Choose from the activities and programs listed below to total the cost of the sponsorship level that you have selected.

DIFM Newsletter Sponsorship:

Our newsletter, reaching approximately 3,000 members, is produced quarterly. Three issues are electronic, and one issue is print. Non-members are eligible to subscribe. Educational articles are written by members, invited guests, and sponsors, and must be approved by DIFM/ADA.

- Complete sponsorship of one issue of newsletter,
Includes one educational article, 4-6 pages with references,
Plus one full page flyer insert and quarter page ad \$6000
- Newsletter Focus Topic Educational Article, 4-6 pages
With references, and quarter page ad \$4000

DIFM Newsletter Advertising:

1 Issue

4 issues

- One full page flyer insert for promotion or product info,
Provided by sponsor, in print issue \$1500 \$5000
 - One full page PDF ad for promotion or product info,
Provided by sponsor, in print or electronic issue \$1000 \$3000
 - Half page PDF ad in newsletter, print or electronic \$ 500 \$1500
 - Quarter page PDF ad in newsletter, print or electronic \$ 250 \$ 750
 - Eighth page PDF ad in newsletter, print or electronic \$ 200 \$ 600
 - DIFM Member discount on all newsletter ads: 25%
- Advertising must be for products or services wholly owned by the DIFM member.

DIFM Website Advertising:

Our website, www.IntegrativeRD.org, is an important resource for our members. Due to the popularity of Integrative Nutrition, the site also has an extensive consumer reach.

- Sponsorship of the Natural Medicine Comprehensive Database is a frequently utilized member benefit. This nationally recognized, evidence-based resource is accessed by members via our website. Your sponsorship is *acknowledged every time* a member clicks on the link.

12 months	\$7500
3 months	\$2000
- IntegrativeRD homepage ad banner with link to sponsor's website:

12 months	\$6000
6 months	\$3500
3 months	\$1800

Membership Mailing Lists

- Mailings must be approved by DIFM/ADA; product information, literature, samples.
- One-time use of the entire membership mailing list \$2000
- One time use of the DIFM FNCE attendees mailing list \$1000

Educational Activities:

- Provide speaker at DIFM educational event \$3500
- Unrestricted grant for DIFM Nutrigenomics review, via Webinar, conducted by our own Nutrigenomics Advisor \$2500
- Webinar or Teleconference, with DIFM/ADA approval \$2000
- Grant for development of educational materials for use By members: IFMNT fact sheets, power points, etc. \$2000

Networking Activities:

- Sponsor lunch for DIFM workshop, with speaker \$6000
- Round-table discussion with DIFM Leaders, focus group For one hour \$2000
- Sponsor DIFM Executive Committee Dinner, with 15 min. Presentation to group \$1500
- Sponsor refreshment break for DIFM workshop \$1000
- Exhibit table at DIFM workshop \$500
- Literature for attendee bags at DIFM workshop \$300
- Gifts in kind, for attendees at DIFM workshop TBD

Honors, Awards, and Stipends:

- Sponsor the DIFM Visionary Leadership Award \$2000
- Sponsor the DIFM Excellence in Service Award \$1000
- Sponsor the DIFM Excellence in Practice Award \$1000
- Provide RD stipend for IFMNT education event \$500
- Provide Student stipend for IFMNT education event \$500

Additional Notes: All monetary sponsorship is subject to DIFM's approval so that we maintain the integrity of the philosophy of our DPG. All programs, projects, literature, samples, etc. must be approved by DIFM/ADA in advance. Letters of agreement are generally in effect for 12 months, starting on a mutually agreed upon date. A DIFM sponsored event is defined as a conference, session, workshop or meeting that has prior approval and support of the DIFM Executive Committee. All sponsors are acknowledged in the DIFM Annual Report to ADA.

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