

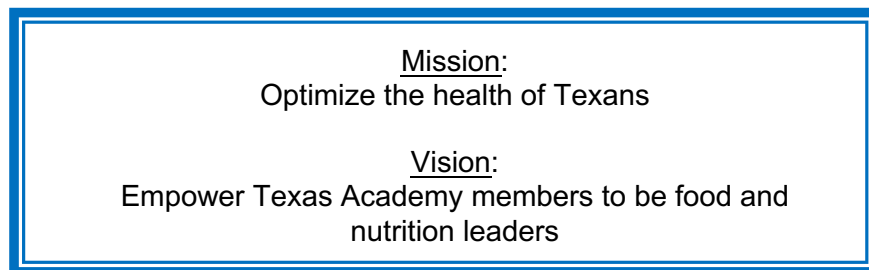


## Texas Academy 2019-2020 Sponsorship Opportunities

The Texas Academy of Nutrition and Dietetics, an affiliate of the Academy of Nutrition and Dietetics, is a not-for-profit organization of over 4,000 registered dietitian nutritionists, dietetic technicians and students in Texas.

Texas Academy members provide food and nutrition resources for Texans. They are here to help Texans improve and manage their health – and make eating an enjoyable and delicious experience.

Our members work in a variety of settings such as business and industry, consulting, schools, universities and research centers, hospitals and clinics, public health units, long-term care facilities, pharmaceutical companies and health fitness centers.



The Texas Academy of Nutrition and Dietetics offers a variety of sponsorship opportunities. In addition, the Sponsorship Management Coordinator is happy to collaborate with you to create a custom sponsor package to assist in meeting your company's annual marketing objectives.

Marketing through the Texas Academy is an excellent way for your company/business to get information about your products and services to food and nutrition professionals who are not only consumers, but influential with their peers and clients.

### Sponsorship Opportunities Include:

- Customized packages that offer year-round visibility and recognition of your product or service
- Texas Academy Annual Conference & Exhibition
- Annual Texas Academy Leadership Retreat
- Texas Academy Region Events
- Webinars
- E-blasts
- Newsletter marketing
- Advertising

## **2020 Texas Academy of Nutrition and Dietetics Annual Conference & Exhibition**

The 2020 Texas Academy of Nutrition and Dietetics Annual Conference & Exhibition (TX ACE) will be held April 2-4, 2020 at the Sheraton Austin Georgetown Hotel and Conference Center.

Texas Academy and other participants are professionals who make and influence buying decisions. Conference attendees are eager to learn about the latest scientifically based research, products and services that they can share with employers, colleagues, clients and consumers.

By participating in our Food and Nutrition Conference & Exhibition, you are putting you and your product in front of your target audience. The TX ACE attendees purchase the products and services that you are selling. Our sponsors and exhibitors get the jump on competitors by not only gaining visibility, but also by communicating one-on-one with members.

Through sponsorship at the 2020 Texas Academy Conference & Exhibition, you can:

- Increase your exposure
- Create brand awareness
- Target your marketing to your ideal audience
- Drive sales

## **Annual Texas Academy of Nutrition and Dietetics Leadership Retreat**

The Texas Academy Leadership Retreat is held annually every summer. The retreat gathers all of the leaders across the state including the Board of Directors, the public policy team, the state media representatives, region leadership as well as committee chairs, members and task forces.

Sponsorship at the Leadership Retreat allows your business to communicate with and talk to the dietetic leaders in the state that represent a cross section of more than 4,000 members both geographically and by area of practice.

## **Texas Academy Region Events**

The Texas Academy is divided into 5 regions throughout the state: North, Northeast, South, Southeast and West. Each region has a full leadership team and hosts an annual one-day seminar, as well as a variety of educational and networking events throughout the year.

The design of the regions is to allow more members to be involved in professional events in their specific area. As a sponsor of region seminars and/or events, you have the ability to target your message and marketing to certain geographic areas. Regions offer an opportunity to fine-tune who you are speaking to across the state. Sponsors can also choose to work with the Texas Academy to host events for certain dietetic populations.

## **Marketing and Advertising**

The Texas Academy offers a variety of ways to market and advertise to members outside of events. From sponsored webinars, to e-blasts and newsletter mentions, we can help you get the word out about your products, services and/or company. Texas dietitians, students and interns are not only very involved in state and region events, but they always interested in and looking for new, innovative ways and products to enhance their practice and jobs.

## 2019-2020 TX Academy Sponsorship Package Opportunities

Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
\$10,000	\$8,000	\$5,000	\$3,000
<p><u>Select One:</u> TX ACE Opening Session</p> <p>TX ACE Closing Session + Lunch</p> <p>TX ACE Cooking Demo + Lunch</p> <p>TX ACE Exhibit Hall Opening Happy Hour Reception + Food</p>	<p><u>Select One:</u> TX ACE Friday Breakfast</p> <p>TX ACE Member Empowerment Breakfast</p> <p>TX ACE Tote Bag Provider</p> <p>TX ACE Official Hotel Room Bag Drop</p>	<p><u>Select One:</u> TX ACE Tote Bag Provider</p> <p>TX ACE Official Hotel Room Bag Drop</p> <p>TX ACE Directional Signs Sponsor</p>	<p><u>Select One:</u> TX ACE Hotel Key Cards</p> <p>TX ACE Official Pen</p> <p>TX ACE Under 30 Networking Happy Hour + Food</p> <p>TX ACE Fuel Station Break Friday Morning + Food</p> <p>TX ACE Fuel Station Break Friday Afternoon + Food</p> <p>TX ACE Fuel Station Break Saturday Morning + Food</p> <p>TX ACE Water Station Signage</p>
<p><u>Select One:</u> TX ACE Celebrate the Stars Tapas Station + Food</p> <p>\$500 Equivalent Sponsorship</p>	<p><u>Select One:</u> TX ACE Celebrate the Stars Tapas Station + Food</p> <p>\$500 Equivalent Sponsorship</p>	<p><u>Select One:</u> TX ACE Celebrate the Stars Tapas Station + Food</p> <p>\$500 Equivalent Sponsorship</p>	<p><u>Select One:</u> TX ACE Celebrate the Stars Tapas Station + Food</p> <p>\$500 Equivalent Sponsorship</p>
A La Carte Sponsorship Selection of \$3,000	A La Carte Sponsorship Selection of \$4,000	A La Carte Sponsorship Selection of \$1,200	A La Carte Sponsorship Selection of \$800
Exhibit Booth Space	Exhibit Booth Space	Exhibit Booth Space	Exhibit Booth Space

### **Each Sponsorship Package Level Includes:**

*Listing in program materials and promotions as well as name, logo and link on the Eat Right Texas website for one year. Sponsors with packages will also be recognized in emails and newsletters going out to the membership prior to the conference. Sponsors will also receive a fulfillment report after the conference.*

*Individual item descriptions are detailed on the following pages.*

Contact [sponsorship@eatrighttexas.org](mailto:sponsorship@eatrighttexas.org) for 2019-2020 Texas Academy Sponsorship Opportunities

# Sponsorship Package Descriptions

## Platinum Sponsor Descriptions

- TX ACE Opening Session
  - The Opening Session will be held on Thursday, April 2nd mid-afternoon. It is a general session and will include all conference attendees.
  - Additional Promotion: Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and have signage at the opening session.
- TX ACE Closing Session + Cost of Food
  - The Closing Session will be held on Saturday, April 4th and will be a presentation lunch session. Sponsor will be responsible for the speaker and the cost of lunch.
  - Additional Promotion: Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and have signage at the closing session.
- TX ACE Cooking Demo + Cost of Food
  - The Cooking Demo Session will be the kick-off the exhibit hall time on Friday, April 3rd. There will be 30-minutes allowed for the cooking demo then attendees can eat lunch and visit exhibits. Sponsor will be responsible for the speaker and the cost of lunch.
  - Additional Promotion: Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and will have signage at the cooking demo event as well as at lunch buffet lines.
- TX ACE Exhibit Hall Happy Hour Reception + Cost of Food
  - The Exhibit Hall Happy Hour will kick off the exhibit hall opening on the evening of April 2, 2020. Sponsor will be responsible for the cost of food.
  - Additional Promotion: Sponsor will be allowed a 5-minute presentation and have signage at the reception.
- TX ACE Celebrate the Stars Tapas Station + Cost of Food
  - Celebrate the Stars is the annual awards dinner in conjunction with the Texas Academy Foundation on Friday, April 3rd, 2020. This dinner is free to all conference attendees.
  - The dinner will be set up as 15 tapas stations with brands and food companies showcasing a tapas plate made with their food and prepared by the hotel chef. Each Celebrate the Stars sponsor will have their own table where their tapa will be served. Sponsors can decorate their table with their logo and sign.
  - Sponsors can provide recipe cards and have interaction with attendees for a few hours throughout the event.
  - Sponsors can choose their tapa to be served and are responsible for the cost of food (per tapa ranging from \$2.50++ - \$5.50++ each, 150 tapas minimum).
  - Additional Promotion: Sponsors will be highlighted in the awards dinner booklet and announced from stage.
- TX ACE Exhibit Booth Space
  - Exhibitor booths include one ID sign, one skirted table, two side chairs, two name badges (\$50 for each additional badge) and waste basket.
  - Promotion: Exhibitors can post information in the Texas Academy Conference App including contact information, live links and have access to conference attendees. Package Sponsors will be able to choose the elite booth spaces in exhibit hall.

## Gold Sponsor Descriptions

- TX ACE Friday Breakfast
  - The breakfast will be held for all attendees on Friday morning for the hour before the morning session. Sponsor will be responsible for the cost of breakfast.
  - Additional Promotion: Sponsor will be allowed a 2-minute presentation leading into the morning session and have signage at the breakfast buffet line.
- TX ACE Member Empowerment Breakfast
  - The breakfast will be held for all attendees on Saturday morning for the hour leading into the membership empowerment morning session. Sponsor will be responsible for the cost of breakfast.
  - Additional Promotion: Sponsor will be allowed a 2-minute presentation leading into the morning session and have signage at the breakfast buffet line.

# Sponsorship Package Descriptions Continued

## Gold Sponsor Descriptions Continued

- TX ACE Tote Bag Provider
  - Sponsor will provide tote bags for all attendees that will be distributed at registration.
- TX ACE Official Hotel Room Bag Drop
  - Sponsor will be allowed to provide a goodie bag full of desired branded products and put in attendee hotel rooms so that bag is in room upon arrival. Texas Academy will work with hotel staff on logistics.
- TX ACE Celebrate the Stars Tapas Station + Cost of Food
  - Celebrate the Stars is the annual awards dinner in conjunction with the Texas Academy Foundation on Friday, April 3rd, 2020. This dinner is free to all conference attendees.
  - The dinner will be set up as 15 tapas stations with brands and food companies showcasing a tapas plate made with their food and prepared by the hotel chef. Each Celebrate the Stars sponsor will have their own table where their tapa will be served. Sponsors can decorate their table with their logo and sign.
  - Sponsors can provide recipe cards and have interaction with attendees for a few hours throughout the event.
  - Sponsors can choose their tapa to be served and are responsible for the cost of food (per tapa ranging from \$2.50++ - \$5.50++ each, 150 tapas minimum).
  - Additional Promotion: Sponsors will be highlighted in the awards dinner booklet and announced from stage.
- TX ACE Exhibit Booth Space
  - Exhibitor booths include one ID sign, one skirted table, two side chairs, two name badges (\$50 for each additional badge) and waste basket.
  - Promotion: Exhibitors can post information in the Texas Academy Conference App including contact information, live links and have access to conference attendees. Package Sponsors will be able to choose the elite booth spaces in exhibit hall.

## Silver Sponsor Descriptions

- TX ACE Tote Bag Provider
  - Sponsor will provide tote bags for all attendees that will be distributed at registration.
- TX ACE Official Hotel Room Bag Drop
  - Sponsor will be allowed to provide a goodie bag full of desired branded products and put in attendee hotel rooms so that bag is in room upon arrival. Texas Academy will work with hotel staff on logistics.
- TX ACE Directional Signs Sponsor
  - Sponsor will be highlighted on all directional and conference schedule signs for all 3 days of the conference.
- TX ACE Celebrate the Stars Tapas Station + Food
  - Celebrate the Stars is the annual awards dinner in conjunction with the Texas Academy Foundation on Friday, April 3rd, 2020. This dinner is free to all conference attendees.
  - The dinner will be set up as 15 tapas stations with brands and food companies showcasing a tapas plate made with their food and prepared by the hotel chef. Each Celebrate the Stars sponsor will have their own table where their tapa will be served. Sponsors can decorate their table with their logo and sign.
  - Sponsors can provide recipe cards and have interaction with attendees for a few hours throughout the event.
  - Sponsors can choose their tapa to be served and are responsible for the cost of food (per tapa ranging from \$2.50++ - \$5.50++ each, 150 tapas minimum).
  - Additional Promotion: Sponsors will be highlighted in the awards dinner booklet and announced from stage.
- TX ACE Exhibit Booth Space
  - Exhibitor booths include one ID sign, one skirted table, two side chairs, two name badges (\$50 for each additional badge) and waste basket.
  - Promotion: Exhibitors can post information in the Texas Academy Conference App including contact information, live links and have access to conference attendees. Package Sponsors will be able to choose the elite booth spaces in exhibit hall.

# Sponsorship Package Descriptions Continued

## Bronze Sponsor Descriptions

- TX ACE Hotel Key Cards
  - Sponsor will provide logo and messaging to be printed on all hotel room key cards for attendees. Sponsor will be responsible for key card production cost.
- TX ACE Official Pen
  - Sponsor will provide pens for all attendee tote bags, to be distributed at registration.
- TX ACE Under 30 Networking Happy Hour + Cost of Food
  - Sponsor will host a networking event on the first night of conference, April 2nd after exhibit hall reception, for dietitians age 30 and under. Sponsor will be responsible for food cost, but can choreograph event as they see fit with a short speaker and promotions. Event will be held on the patio of conference hotel.
  - Additional Promotion: Sponsor will have signage at the event.
- TX ACE Fuel Station Break Friday Morning + Cost of Food
  - Fuel Stations are the snack break for attendees. Sponsor will be responsible for the cost of food.
  - Additional Promotion: Sponsor will have signage at the fuel station snack break.
- TX ACE Fuel Station Break Friday Afternoon + Cost of Food
  - Fuel Stations are the snack break for attendees. Sponsor will be responsible for the cost of food.
  - Additional Promotion: Sponsor will have signage at the fuel station snack break.
- TX ACE Fuel Station Break Saturday Morning + Cost of Food
  - Fuel Stations are the snack break for attendees. Sponsor will be responsible for the cost of food.
  - Additional Promotion: Sponsor will have signage at the fuel station snack break.
- TX ACE Water Station Signage
  - Sponsor will have signage at all water and hydration stations throughout the conference.
- TX ACE Celebrate the Stars Tapas Station + Cost of Food
  - Celebrate the Stars is the annual awards dinner in conjunction with the Texas Academy Foundation on Friday, April 3rd, 2020. This dinner is free to all conference attendees.
  - The dinner will be set up as 15 tapas stations with brands and food companies showcasing a tapas plate made with their food and prepared by the hotel chef. Each Celebrate the Stars sponsor will have their own table where their tapa will be served. Sponsors can decorate their table with their logo and sign.
  - Sponsors can provide recipe cards and have interaction with attendees for a few hours throughout the event.
  - Sponsors can choose their tapa to be served and are responsible for the cost of food (per tapa ranging from \$2.50++ - \$5.50++ each, 150 tapas minimum).
  - Additional Promotion: Sponsors will be highlighted in the awards dinner booklet and announced from stage.
- TX ACE Exhibit Booth Space
  - Exhibitor booths include one ID sign, one skirted table, two side chairs, two name badges (\$50 for each additional badge) and waste basket.
  - Promotion: Exhibitors can post information in the Texas Academy Conference App including contact information, live links and have access to conference attendees. Package Sponsors will be able to choose the elite booth spaces in exhibit hall.

# A La Carte TX ACE Sponsorship Opportunities

Promotion of a la carte sponsored items includes a listing in program materials and promotions as well as name, logo and link on the Eat Right Texas website for one year. Sponsors will also receive a fulfillment report after the conference.

## Educational

- Sponsor Highlights (5 available) - \$1,500
  - In lieu of sponsored sessions, the TX ACE conference will offer five "Sponsor Highlights". These are 10-minute presentations before or after a general session, to include all attendees.
  - The Sponsor Highlights are a branded session and can feature a PowerPoint presentation, discussion of products, invitation to exhibit booth, etc.

## Promotional

- TX ACE Lanyard Provider (1 available) - \$1,500
  - Sponsor will provide branded lanyards for attendee badges. These will be distributed at registration.
- TX ACE Hotel Key Cards (1 available) - \$1,000 + Cost of Keycard Printing
  - Sponsor will provide logo and messaging to be printed on all hotel room key cards for attendees. Sponsor will be responsible for key card production cost.
  - Sponsorship can be a la carte or part of package
- TX ACE Hotel Room Bag Drop (1 available) - \$2,500
  - Sponsor will be allowed to provide a goodie bag full of desired branded products and put in attendee hotel rooms so that bag is in room upon arrival. Texas Academy will work with hotel staff on logistics.
  - Sponsorship can be a la carte or part of package
- TX ACE Mobile App Banner (3 available) - \$500 per day of conference
  - Sponsor will have mobile app banner ad running for one day of conference.
- TX ACE Directional Signs Sponsor (1 available) - \$2,000
  - Sponsor will be highlighted on all directional and conference schedule signs for all 3 days of the conference.
  - Sponsorship can be a la carte or part of package
- TX ACE Tote Bag Provider (1 available) - \$2,500
  - Sponsor will provide tote bags for all attendees that will be distributed at registration.
- TX ACE Tote Bag Inserts - \$750 each
  - Sponsor will be allowed to put one marketing piece in each attendee tote bag that will be distributed at registration.
- TX ACE Official Pen (1 available) - \$1,000
  - Sponsor will provide branded pens for all attendee tote bags, to be distributed at registration.
- TX ACE Official Notebook (1 available) - \$1,500
  - Sponsor will provide branded notebooks for all attendee tote bags, to be distributed at registration.
- TX ACE Official Business Card Holder (1 available) - \$1,500
  - Sponsor will provide branded business card holders for all attendee tote bags, to be distributed at registration.
- TX ACE Official Refillable Water Bottle (1 available) - \$1,500
  - Sponsor will provide branded refillable water bottles for all attendee tote bags, to be distributed at registration.
- TX ACE Official Refillable Water Bottle + Water Station Signage (1 available) - \$2,250
  - Sponsor will provide branded refillable water bottles for all attendee tote bags, to be distributed at registration. Sponsor will also have exclusive signage at all water stations at discounted rate.

# A La Carte TX ACE Sponsorship Opportunities Continued

Promotion of a la carte sponsored items includes a listing in program materials and promotions as well as name, logo and link on the Eat Right Texas website for one year. Sponsors will also receive a fulfillment report after the conference.

## Hospitality

- TX ACE Opening Session (1 available) - \$5,000
  - The Opening Session will be held on Thursday, April 2nd mid-afternoon. It is a general session and will include all conference attendees.
  - Additional Promotion: Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and have signage at the opening session.
  
- TX ACE Closing Session (1 available) - \$5,000 + Cost of Food
  - The Closing Session will be held on Saturday, April 4th and will be a presentation lunch session. Sponsor will be responsible for the speaker and the cost of lunch.
  - Additional Promotion: Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and have signage at the closing session.
  
- TX ACE Cooking Demo (1 available) - \$5,000 + Cost of Food
  - The Cooking Demo Session will be the kick-off the exhibit hall time on Friday, April 3rd. There will be 30-minutes allowed for the cooking demo then attendees can eat lunch and visit exhibits. Sponsor will be responsible for the speaker and the cost of lunch.
  - Additional Promotion: Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation and will have signage at the cooking demo event as well as at lunch buffet lines.
  
- TX ACE Exhibit Hall Happy Hour Reception (1 available) - \$5,000 + Cost of Food
  - The Exhibit Hall Happy Hour will kick off the exhibit hall opening on the evening of April 2, 2020. Sponsor will be responsible for the cost of food.
  - Sponsorship can be a la carte or part of package
  - Additional Promotion: Sponsor will be allowed a 5-minute presentation and have signage at the reception.
  
- Under 30 Networking Happy Hour (1 available) - \$1,000 + Cost of Food
  - Sponsor will host a networking event on the first night of conference, April 2nd after exhibit hall reception, for dietitians age 30 and under. Sponsor will be responsible for food cost, but can choreograph event as they see fit with a short speaker and promotions. Event will be held on the patio of conference hotel.
  - Sponsorship can be a la carte or part of package
  - Promotion
  
- TX ACE Friday Breakfast (1 available) - \$1,000 + Cost of Food
  - The breakfast will be held for all attendees on Friday morning for the hour before the morning session. Sponsor will be responsible for the cost of breakfast.
  - Sponsorship can be a la carte or part of package
  - Additional Promotion: Sponsor will be allowed a 2-minute presentation leading into the morning session and have signage at the breakfast buffet line.
  
- TX ACE Fuel Station Break Friday Morning (1 available) - \$1,000 + Cost of Food
  - Fuel Stations are the snack break for attendees. Sponsor will be responsible for the cost of food.
  - Sponsorship can be a la carte or part of package
  - Additional Promotion: Sponsor will have signage at the fuel station snack break.
  
- TX ACE Fuel Station Break Friday Afternoon (1 available) - \$1,000 + Cost of Food
  - Fuel Stations are the snack break for attendees. Sponsor will be responsible for the cost of food.
  - Sponsorship can be a la carte or part of package
  - Additional Promotion: Sponsor will have signage at the fuel station snack break.



# A La Carte TX ACE Sponsorship Opportunities Continued

Promotion of a la carte sponsored items includes a listing in program materials and promotions as well as name, logo and link on the Eat Right Texas website for one year. Sponsors will also receive a fulfillment report after the conference.

## Hospitality Continued

- TX ACE Fuel Station Break Saturday Morning (1 available) - \$1,000 + Cost of Food
  - Fuel Stations are the snack break for attendees. Sponsor will be responsible for the cost of food.
  - Sponsorship can be a la carte or part of package
  - Additional Promotion: Sponsor will have signage at the fuel station snack break.
- Celebrate the Stars Tapas Station (15 stations on April 3<sup>rd</sup>) – \$500 each + Cost of Food
  - Celebrate the Stars is the annual awards dinner in conjunction with the Texas Academy Foundation on Friday, April 3<sup>rd</sup>, 2020. This dinner is free to all conference attendees.
  - The dinner will be set up as 15 tapas stations with brands and food companies showcasing a tapas plate made with their food and prepared by the hotel chef. Each Celebrate the Stars sponsor will have their own table where their tapa will be served. Sponsors can decorate their table with their logo and sign.
  - Sponsors can provide recipe cards and have interaction with attendees for a few hours throughout the event.
  - Sponsors can choose their tapa to be served and are responsible for the cost of food (per tapa ranging from \$2.50++ - \$5.50++ each, 150 tapas minimum).
  - Promotion: Sponsors will be highlighted in the awards dinner booklet and announced from stage.
- TX ACE Member Empowerment Breakfast (1 available) - \$2,500 + Cost of Food
  - The breakfast will be held for all attendees on Saturday morning for the hour leading into the membership empowerment morning session. Sponsor will be responsible for the cost of breakfast.
  - Sponsorship can be a la carte or part of package
  - Additional Promotion: Sponsor will be allowed a 2-minute presentation leading into the morning session and have signage at the breakfast buffet line.
- TX ACE Water Station Signage (1 available) - \$1,000
  - Sponsor will have signage at all water and hydration stations throughout the conference.
  - Sponsorship can be a la carte or part of package

## Exhibitors

- Exhibitor booths include one ID sign, one skirted table, two side chairs, two name badges (\$50 for each additional badge) and waste basket.
- Promotion: Exhibitors can post information in the Texas Academy Conference App including contact information, live links and have access to conference attendees.
  - Prior to January 1, 2020 - \$850
  - January 1, 2020 and after - \$950
  - Non-Profit - \$230
  - Exhibitors with Sponsor Highlight - \$2250

# Leadership Retreat Sponsorship Opportunities

Promotion of the Leadership Retreat includes a listing in the program materials and promotions as well as name, logo and link on the Eat Right Texas website for one year.

## Promotional

- Notebooks (1 available) - \$500
  - Sponsor will provide branded notebooks to all Leadership Retreat attendees.
- Leadership Goodie Bags (1 available) - \$850
  - Sponsor will provide goodie bags for all Leadership Retreat attendees. Sponsor can put information, education, products and marketing pieces in baggies as well as business cards.

## Hospitality

- Breakfast Friday (At hotel - 1 available) - \$500 + Cost of Food
  - Sponsor will be responsible for the cost of food and will have 10 minutes to address the leadership team at the beginning of the morning session. This presentation can also be provided virtually.
  - Additional Promotion: Sponsor can provide marketing pieces and education documents to leadership team.
- Lunch Friday (At hotel - 1 available) - \$500 + Cost of Food
  - Sponsor will be responsible for the cost of food and will have 10 minutes to address the leadership team before lunch starts. This presentation can also be provided virtually.
  - Additional Promotion: Sponsor can provide marketing pieces and education documents to leadership team.
- Dinner Friday (At restaurant - 1 available) - \$500 + Cost of Food
  - Sponsor will be responsible for the cost of food and will have 10 minutes to address the leadership team at dinner location. Sponsor can stay for dinner and network with leadership team.
  - Additional Promotion: Sponsor can provide marketing pieces and education documents to leadership team.
- Breakfast Saturday (At hotel - 1 available) - \$500 + Cost of Food
  - Sponsor will be responsible for the cost of food and will have 10 minutes to address the leadership team at the beginning of the morning session. This presentation can also be provided virtually.
  - Additional Promotion: Sponsor can provide marketing pieces and education documents to leadership team.
- Lunch Saturday (At hotel - 1 available) - \$500 + Cost of Food
  - Sponsor will be responsible for the cost of food and will have 10 minutes to address the leadership team before lunch starts. This presentation can also be provided virtually.
  - Additional Promotion: Sponsor can provide marketing pieces and education documents to leadership team.

# Year-Round Sponsorship Opportunities

## Webinars

- Webinars are administered as a free member benefit to all Texas Academy members
- Webinars are only educational in nature and must provide a CPEU
- Webinars are planned and coordinated with the Texas Academy Executive Director
- Cost: \$500 per webinar

## E-blasts

- Company branded e-blast to entire state - \$1500
  - E-blast sponsors will work with the Texas Academy Executive Director to craft their specific email message.
  - E-blasts will be sent as a stand-alone email to all members in the Texas Academy.
  - One follow-up e-blast email will be sent a week after original email to those that have not opened original email.
- Company branded e-blast to one region - \$750
  - E-blast sponsors will work with the Texas Academy Executive Director to craft their specific email message.
  - E-blasts will be sent as a stand-alone email to all members in the Texas Academy.
  - One follow-up e-blast email will be sent a week after original email to those that have not opened original email.
- Member benefit e-blast to entire state (job or education event/training for registered dietitians) - \$1000
  - Job posting will be posted on the Texas Academy member page for one month
  - Event posting will be posted on the Texas Academy events page for members
- Member benefit e-blast to one region (job or education event/training for registered dietitians) - \$500
  - Job posting will be posted on the Texas Academy member page for one month
  - Event posting will be posted on the Texas Academy events page for members

## Newsletter Ads

- The Texas Academy sends one state-wide email newsletter per month. Each region sends bi-weekly email newsletters to their individual regions highlighting events, jobs and news in that geographic area.
  - Region newsletter member benefit mention - \$250
  - State newsletter member benefit mention - \$500
  - State + one region newsletter member benefit mention - \$750

## Texas Academy Media Rep and Communications Team Media Training

- The Texas Academy offers a bi-annual, 1-2 day media training to all Texas Academy media reps, a state public policy representative, the president and president-elect.
- Sponsors can choose to host the media training at their specific company, business or location.
- Sponsors have opportunity to use their company/brand messaging for media training activities.
- Cost includes: Attendee travel and expenses, food and beverage during training, as well the cost of all speakers/presenters and training materials.

# Region Sponsorship Opportunities

Promotion of the Region Events includes a listing in the specific program materials and promotions as well as name, logo and link on the Eat Right Texas website for one year.

## One-Day Region Seminars

(5 available – North, Northeast, South, Southeast, West)

- Breakfast with Sponsor Highlight - \$250 + Cost of Food
  - Sponsor will be responsible for the cost of food and will have 5 minutes to address the region membership leading into the morning session.
- Morning Snack Break - \$100 + Cost of Food
  - Sponsor will be responsible for the cost of food and can mingle and network with members during snack break.
- Lunch with Sponsor Highlight - \$250 + Cost of Food
  - Sponsor will be responsible for the cost of food and will have 5 minutes to address the region membership leading before lunch starts.
- Take-Home Goodie Bag Tote - \$300
  - Sponsor will provide goodie bags for all region attendees. Sponsor can put information, education, products and marketing pieces in baggies as well as business cards.
- Event Notebook - \$300
  - Sponsor will provide branded notebooks to all region attendees.
- Event Pen - \$300
  - Sponsor will provide branded pens for all region attendees.
- Exhibitors - \$250

## Networking Events

- When no CPEU is provided (i.e. branded happy hours, dinner events and company hosted events)
- Events will be marketed through the region as well as posted on the Texas Academy website member event page
- Cost: \$250 + cost of food/event