



Sponsorship Prospectus

The Kentucky Academy of Nutrition and Dietetics (KAND) is a state affiliate of the Academy of Nutrition and Dietetics (AND), the world's largest organization of food and nutrition professionals. We share in the mission of empowering members to be food and nutrition leaders. KAND is an advocate of the dietetics profession serving the public through the promotion of evidenced-based nutrition, health and well-being.

Our vision, also shared with the Academy, is to optimize health through food and nutrition. Registered Dietitians in Kentucky shape food choices and improve the nutritional status of the public by a philosophy of serving the public first.

Copper \$ 500

Benefits include:

- One-time logo listing on Affiliate website for three months
- Acknowledgement at Affiliate Annual meeting, in newsletter and on website
- Exhibit table at annual meeting

Bronze \$ 1000

Benefits include:

- One-time logo listing on Affiliate website for six months
- Acknowledgement at Affiliate Annual meeting, in newsletter and on website
- Exhibit table at annual meeting
- Opportunity to submit content for one e-blast to Affiliate members

Silver \$ 2500

Benefits include:

- One-time logo listing on Affiliate website for six months
 - Acknowledgement at Affiliate Annual meeting, in newsletter and on website
 - One Exhibit table at annual meeting
 - Opportunity to submit content for one e-blast to Affiliate members
 - Submit one full page advertisement for one affiliate newsletter – to be labeled as advertising
-

Gold \$ 5000

Benefits include:

- One-time logo listing on Affiliate website for one full year
- Acknowledgement at Affiliate Annual meeting, in newsletter and on website
- One Exhibit table at annual meeting
- Opportunity to submit content for one e-blast to Affiliate members and on social media outlets
- Submit one full page advertisement for one affiliate newsletter – to be labeled as advertising
- Acknowledgement as sponsor of one affiliate reception at the affiliate annual meeting

Platinum \$ 7500+

Benefits include:

- One-time logo listing on Affiliate website for one full year
- Acknowledgement at Affiliate Annual meeting, in newsletter and on website
- Two Exhibit tables at annual meeting
- Opportunity to submit content for two e-blasts to Affiliate members and on social media outlets
- Submit one full page advertisements for two separate affiliate newsletters – to be labeled as advertising
- Acknowledgement as sponsor of one affiliate meal at the affiliate annual meeting
- 30-minute Sponsored speaker at annual conference

Sponsorship Opportunities:

Sponsors may choose to allocate their sponsorship by choosing one or more of the following if desired if not already included in an above selected package.

- | | |
|--|----------|
| 1) Pre-Conference Speaker (\$250) | \$ _____ |
| 2) Keynote Speaker (\$500) | \$ _____ |
| 3) Thursday Luncheon (\$5000) | \$ _____ |
| 4) Thursday Continental Breakfast (\$2000) | \$ _____ |
| 5) Thursday Hot Breakfast (\$3000) | \$ _____ |
| 6) Friday Continental Breakfast (\$1700) | \$ _____ |
| 7) Friday Hot Breakfast (\$2300) | \$ _____ |
| 8) Wednesday Pre-Conference Snack Break (\$350) | \$ _____ |
| 9) Thursday Morning or Afternoon Snack break (\$1500) | \$ _____ |
| 10) Friday Break Refreshments (\$1000) | \$ _____ |
| 11) Logo on KAND item (i.e. shirts, bags, etc.) (\$100) | \$ _____ |
| 12) For Profit Exhibit Booth at conference (\$200-\$425) | \$ _____ |
| 13) For Profit Exhibit Booth PLUS 1 Full-Page Ad (\$575-\$800) | \$ _____ |
| 14) Non-Profit Exhibit Booth (\$100) | \$ _____ |
| 15) Ad in Conference Program | \$ _____ |
| a. Full Page- exhibitor: \$400/ non-exhibitor: \$750 | \$ _____ |
| b. ½ page- exhibitor: \$225/ non-exhibitor: \$420 | \$ _____ |
| c. ¼ page- exhibitor: \$125/ non-exhibitor: \$230 | \$ _____ |
| 16) Website advertisement (\$750) | \$ _____ |
| 17) Newsletter advertisement (\$300 or \$500) | \$ _____ |
| 18) Webinar (TBD based on KAND cost to facilitate) | \$ _____ |
| 19) E-blast (\$2000) | \$ _____ |
| 20) Board meeting lunches throughout the year (cost of meal) | \$ _____ |

Sponsorship Total: \$ _____