



## 2024 Sponsorship Prospectus

The Tennessee Academy of Nutrition and Dietetics (TAND) is a state affiliate of the Academy of Nutrition and Dietetics (the Academy), the world’s largest organization of food and nutrition professionals. We share in the mission of empowering members to be food and nutrition leaders. TAND 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 Dietitian Nutritionists in Tennessee shape food choices and improve the nutritional status of the public by a philosophy of serving the public first. Our 2024 Annual Conference that gathers dietitians from across the state will take place in Knoxville, TN at the University of Tennessee Conference Center on Friday, April 26, 2024. Below is a list of sponsorship packages with details from costs and items included in each package. Any package changes must be approved by TAND. Please note there have been modifications to this year’s packages and their costs from previous years.

### Annual Conference Packages

<b>Speaker Sponsor</b>	<b>Price: \$2,500</b>
<b>Benefits</b>	<b>Value</b>
60-minute sponsored speaker at Annual Conference	\$1,000
Two (2) exhibit tables at Annual Conference	\$800
Two complimentary registrations for Annual Conference with meals & CEU	\$150
Logo on two (2) transition slides at TAND Annual Conference	\$500
Logo placement on TAND Annual Conference webpage and related e-blasts	\$500
Two (2) advertisements in select TAND member e-newsletter	\$500
Organization logo linked on affiliate website for one year	\$500
One (1) standalone e-mail to TAND members (with TAND approval of content)	\$500

<b>Meal Sponsor – 2 available</b>	<b>Price: \$2,275</b>
<b>Benefits</b>	<b>Value</b>
Verbal acknowledgement & logo placement during breakfast or lunch	\$850
Organization representative speaking opportunity during breakfast or lunch	\$500
One exhibit table at Annual Conference	\$450
One complimentary registration for Annual Conference with meals & CEU	\$75
Logo on two (2) transition slides at TAND Annual Conference	\$500
Logo placement on TAND Annual Conference webpage and related e-blasts	\$500
Two (2) advertisements in select TAND member e-newsletter	\$500
Organization logo linked on affiliate website for one year	\$500
One (1) standalone e-mail to TAND members (with TAND approval of content)	\$500

<b>Networking Reception Sponsor – 3 available</b>	<b>Price: \$2,000</b>
<b>Benefits</b>	<b>Value</b>
Verbal acknowledgement & logo placement during networking event	\$850
Organization representative speaking opportunity during networking event	\$750
One exhibit table at annual conference	\$450
One complimentary registration for Annual Conference with meals & CEU	\$75
Logo on one (1) transition slide at TAND Annual Conference	\$250
Logo placement on TAND Annual Conference webpage and related e-blasts	\$500
One (1) advertisement in select TAND member e-newsletter	\$250
Organization logo linked on affiliate website for one year	\$500

<b>Break Sponsor – 2 available</b>	<b>Price: \$1,500</b>
<b>Benefits</b>	<b>Value</b>
Thank you signage & logo placement during morning or afternoon break	\$500
One exhibit table at Annual Conference	\$450
One complimentary registration for Annual Conference with meals & CEU	\$75
Logo on one (1) transition slide at TAND Annual Conference	\$250
Logo placement on TAND Annual Conference webpage and related e-blasts	\$500
One (1) advertisement in select TAND member e-newsletter	\$250

<b>Premium Exhibitor</b>	<b>Price: \$1,000</b>
<b>Benefits</b>	<b>Value</b>
One exhibit table at Annual Conference	\$450
One complimentary registration for Annual Conference with meals & CEU	\$75
Logo on one (1) transition slide at TAND Annual Conference	\$250
Logo placement on TAND Annual Conference webpage and related e-blasts	\$500

<b>Standard Exhibitor</b>	<b>Price: \$500</b>
<b>Benefits</b>	<b>Value</b>
One exhibit table at Annual Conference	\$450
One complimentary registration for Annual Conference with meals & CEU	\$75
Logo on shared transition slide at TAND Annual Conference	\$175

<b>Basic Exhibitor – For TAND Member-owned businesses only</b>	<b>Price: \$200</b>
<b>Benefits</b>	<b>Value</b>
One Exhibit table at Annual Conference	\$450
One complimentary registration for Annual Conference with meals & CEU	\$75

## Annual Conference Package Add-on options:

*(only available with the above-mentioned packages)*

Benefit	Price
Additional organization representative (meals only, no CEU) at Annual Conference	\$75
One-time logo listing on Affiliate website for one full year	\$500

## A la carte options: *(available year-long)*

Benefit	Price
<p>Newsletter Ad - Up to 250 words, logo, and one graphic (content to be approved by TAND)</p> <p><i>Content will be labeled with "This content is brought to you by the generous financial support of [SPONSOR]"</i></p>	\$250
<p>Dedicated Eblast to all TAND members - Up to 250 words, logo, and one graphic (content to be approved by TAND)</p> <p><i>Content will be labeled with "This content is brought to you by the generous financial support of [SPONSOR]"</i></p>	\$500
<p>Webinar promoted to TAND members</p> <ul style="list-style-type: none"> <li>● Sponsor logo and link on all e-blasts, website, and social media promotion</li> <li>● Content will be labeled with "This content is brought to you by the generous financial support of [SPONSOR]"</li> <li>● Sponsor can present update on materials or products prior to webinar; no more than 3 slides and 3 minutes (content to be approved by TAND)</li> <li>● Sponsor chosen speaker (speaker expenses to be paid by sponsor)</li> <li>● Sponsor may include survey to attendees (no more than 10 questions, must be approved by TAND)</li> </ul> <p><i>Webinar will remain available website with sponsor logo and link for 3 years while webinar is available for 175 CEU activity type</i></p>	\$1,000

## Another look at Annual Conference Packages:

	Speaker	Meal	Networking	Break	Premium exhibitor	Standard Exhibitor	Basic Exhibitor
<b>Annual Conference Benefits</b>							
# of transition slides with organization logo	2	2	1	1	1	1 - shared	1 - shared
# of Exhibit Tables	2	1	1	1	1	1	1
# of Complimentary Registrations w/ meals & CE for org representative	2	1	1	1	1	1	1
60-minute sponsored speaker	X						
Thank You and logo placement at one meal		1					
Speaking opportunity during breakfast or lunch		X					
"Thank You" and logo placement at networking reception			1				
Speaking opportunity at networking reception			1				
Thank You and logo placement at break				1			
<b>Electronic Benefits</b>							
Logo placement on TAND Annual Meeting webpage and all related e-blasts	X	X	X	X	X		
# of Ads in TAND newsletter	2	2	1	1			
One-year logo listing on Affiliate website	X	X	X				
# of dedicated e-blasts to TAND members	1	1					

**To participate in TAND sponsorship offerings, please return completed pages 5 & 6 of this document to TAND at [eatrighttn@gmail.com](mailto:eatrighttn@gmail.com).**

# Tennessee Academy of Nutrition and Dietetics Sponsorship Agreement

Please fill out the application completing all sections. Email to [eatrighttn@gmail.com](mailto:eatrighttn@gmail.com)

This Letter of Agreement by and between \_\_\_\_\_ [organization], The Tennessee Academy of Nutrition and Dietetics (**TAND**) will serve as confirmation of support from \_\_\_\_\_ [organization] as outlined below for **2024 TAND Fiscal Year**.

## Select Sponsorship Package(s)

- Speaker Sponsor (\$2,500)
- Meal Sponsor – 2 available (\$2,275)
- Networking Reception Sponsor – 1 available (\$2,000)
- Break Sponsor – 2 available (\$1,500)
- Premium Exhibitor (\$1,000)
- Standard Exhibitor (\$500)
- Basic Exhibitor - For TAND Member-owned businesses only (\$200)

## Package Add-on options:

- Additional representative at Annual Conference (\$75)
- Logo on Affiliate website for one full year (\$500)

## A la carte options:

- Newsletter Ad (\$250)
- Dedicated E-blast (\$500)
- Webinar sponsor (\$1,000)

for a total of \$\_\_\_\_\_.

**ORGANIZATION CONTACT:**

*(Invoice will be issued to this individual/organization. All invoices are due within 30 days of receipt)*

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**First Organization Representative:**

Name: \_\_\_\_\_ Dietary Request: \_\_\_\_\_

Email: \_\_\_\_\_

**Second Organization Representative – only available for Speaker Sponsorship or add-on with additional fee:**

Name: \_\_\_\_\_ Dietary Request: \_\_\_\_\_

Email: \_\_\_\_\_

**POLICIES AND CONSIDERATIONS:**

1. It is understood that the above partnership activities do not include the following:
  - Use of TAND letterhead,
  - Use of TAND Officer’s signature or endorsement of any kind,
  - Use of the TAND name or the Academy of Nutrition and Dietetics (Academy) name in reference, reports, press releases, etc. without prior written consent of TAND and the Academy.
  - Use of any survey tool without prior approval of TAND.
2. TAND acceptance or support of exclusivity from any partner is prohibited.
3. The terms and conditions of the Letter of Agreement are good through May 31, 2024.

**We accept and agree to the terms stated above:** (Note: electronic signatures are an acceptable format for signatures. Once all signatures have been entered, the sponsor will receive a final PDF of the signed agreement)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
2023-2024 TAND President

\_\_\_\_\_  
Date

\_\_\_\_\_  
2023-2024 TAND Treasurer

\_\_\_\_\_  
Date