

# Iowa Academy of Nutrition and Dietetics Sponsorship Guidelines



## About Us

The Iowa Academy of Nutrition and Dietetics (Iowa Academy), an affiliate of the Academy of Nutrition and Dietetics (Academy), is a not-for-profit professional organization of over 900 members including registered dietitians, dietetic technicians, and dietetic students. We promote and enhance our profession through various activities and help to improve the lives of Iowa citizens through evidence-based practices.

## Vision



- > Academy of Nutrition and Dietetics – A world where all people thrive through the transformative power of food and nutrition.
- > Iowa Academy of Nutrition and Dietetics – Optimize the health of Iowans through food and nutrition.

## Mission



- > Academy of Nutrition and Dietetics – Accelerate improvements in global health and well-being through food and nutrition.
- > Iowa Academy of Nutrition and Dietetics – Empower members to be Iowa's food and nutrition advocates.

## Values



- > **Member Focus** – Meet the needs and exceed the expectations of all Members
- > **Integrity** – Act ethically with accountability utilizing research-based practice for life-long learning and commitment to excellence
- > **Innovation** – Embrace change with creativity and strategic thinking
- > **Social Responsibility** – Make decisions with consideration for inclusivity as well as environmental, economic and social implications

# Academy of Nutrition and Dietetics Strategic Goals

## Wellbeing & Prevention

- › Increase equitable access to food, nutrition, and other lifestyle-related services
- › Promote healthful eating and physical activity to improve population health and wellness at all stages of life

## Nutrition Care & Health Systems

- › Achieve access and utilization of nutrition services, particularly medical nutrition therapy, as pillars of health equity
- › Identify and treat all forms of malnutrition
- › Demonstrate the impact of access to health equity and effectiveness of nutrition and dietetics care
- › Position RDN/NDTR as key players on the interdisciplinary team/health-care system

## Nutrition Security & Food Safety

- › Advocate for equitable access to safe and nutritious food and water
- › Advance sustainable nutrition and resilient food systems

## Diversity & Inclusion

- › Establish infrastructure and resources to achieve optimal and sustainable Inclusion, Diversity, Equity, and Access (IDEA) outcomes
- › Increase recruitment, retention and completion of nutrition and dietetics education and leadership at all levels for underrepresented groups
- › Cultivate organizational and professional values of equity, respect, civility, and anti-discrimination
- › Advance food and nutrition research, policy, and practice through a holistic IDEA lens

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## Iowa Academy of Nutrition and Dietetics Sponsorship

The Iowa Academy upholds the Academy's stance on sponsorships and the scientific foundation of the Registered Dietitian profession. The Iowa Academy Board and Council reviews and selects sponsors annually to assure they meet the mission and vision of the organization. To provide transparency, the Iowa Academy shares blogs, social media and logos from approved sponsors on the website. Corporate sponsorships enable the Iowa Academy to reach a wider audience, while building awareness of the Registered Dietitian profession.

## Sponsorship Procedures



# Sponsorship Objectives

To advance the Iowa Academy’s mission and vision, the corporate sponsorship program allows for purposeful collaboration with food and nutrition organizations. Through structured, directed relationships the objectives of the Iowa Academy’s corporate sponsorship program are:

- > To work with industry to build awareness of the Iowa Academy and its members.
- > To deliver nutrition messages to a wider consumer audience than the Iowa Academy could reach using its own resources.
- > To share science-based information, new research and industry trends in food and nutrition with members.
- > To provide the Iowa Academy with science-based educational tools and materials that are useful to members in their professional work with the public.

# Sponsorship Opportunities & Fees

*Sponsors receive benefits depending on their sponsorship level as follows:*

Opportunity	Bronze \$500+	Silver \$1000+	Gold \$2,000+	Platinum \$5,000+
Sponsor has link on the Iowa Academy website:	3 month	6 months	12 months	12 months
Sponsor has social media advertisement (i.e. videos, podcasts):	Two - 15 second spots	Four - 30 second spots	Six - 45 second spots	Eight - 60 second spots
Sponsor’s name acknowledged in electronic monthly newsletter and action alerts with members:	X	X	X	X
Sponsor’s logo on Iowa Academy event program and recognition at event (i.e. annual meeting, advocacy day):		X	X	X
Sponsor’s company logo on Iowa Academy website one month pre- and post- annual meeting:		X	X	X
Sponsor’s product showcased and distributed in swag bags at Iowa Academy annual meeting:		X	X	X
Exhibit table at Iowa Academy annual meeting: Exhibit tables may be purchased separately (\$300 non-profit and \$600 for profit organization).			X	X
One-time access to the Iowa Academy email list, (message sent on sponsor’s behalf) as approved by the Iowa Academy Board. Email list may be accessed separately (\$300 non-profit and \$600 for profit organization).				X
Do you have an additional opportunity in mind? Sponsorship of a speaker? Discuss potential interest in your application and the Iowa Academy Board will discuss feasibility and fees.	X			

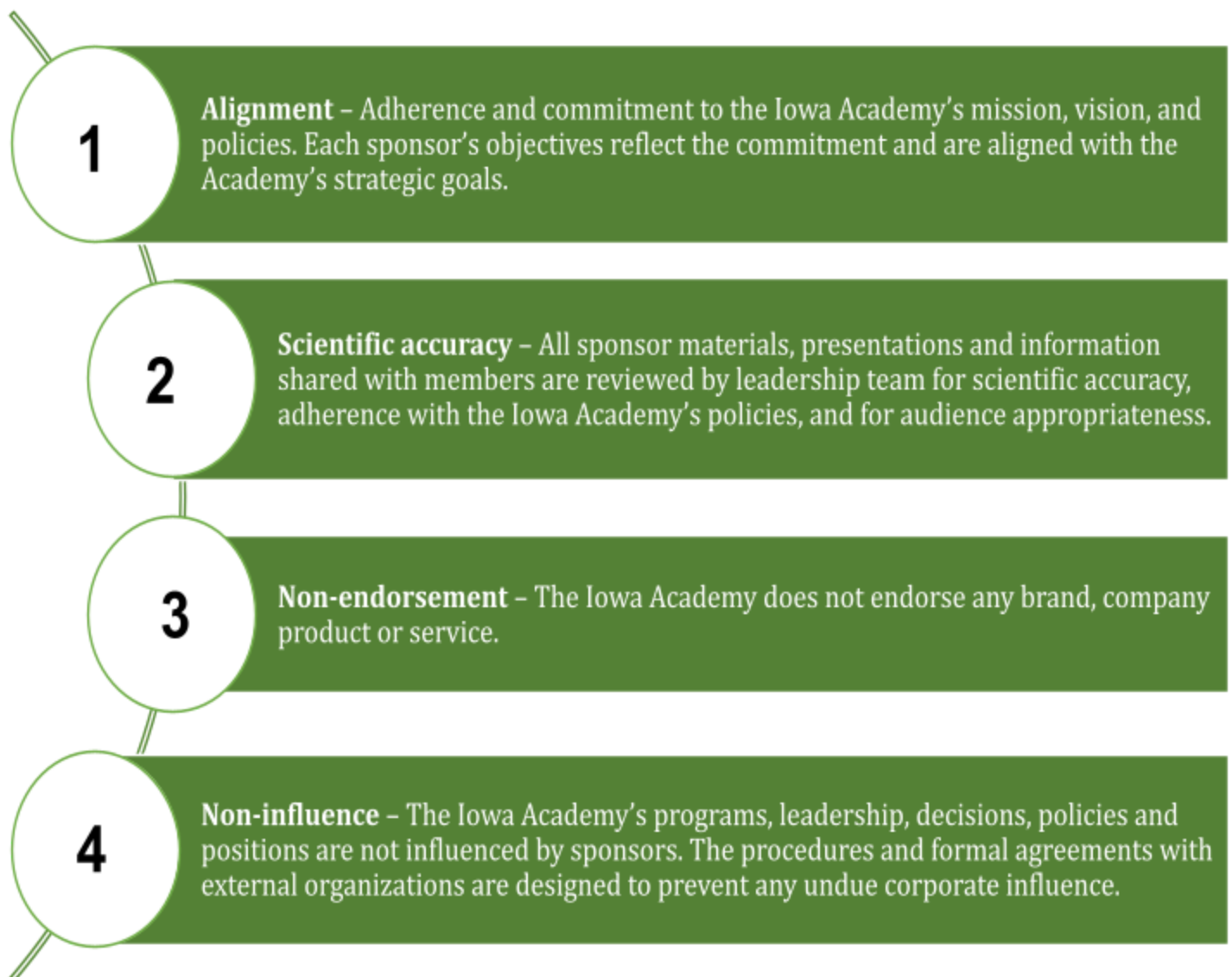
# Conflict of Interest

The Iowa Academy is mindful of the need to avoid the perception of conflict of interest and to act at all times in ways that will only enhance the credibility and professional recognition of the Iowa Academy and its members. The following abbreviated marketing statements will appear with the logos of the approved Iowa Academy corporate sponsors:

*This is a paid advertisement, not an endorsement, for the Iowa Academy.*

*The content may not necessarily reflect the vision, mission and values of the Iowa Academy.*

## Guiding Principles for Sponsors



# Requirements for Acceptance of Sponsors



**Alignment** – Materials and content fit the Academy and the Iowa Academy of Nutrition and Dietetics’ Mission, Vision, Values, and Strategic Goals (see page 1 & 2).



**Scientific accuracy** – All materials, presentations and information shared with members are scientifically accurate and internally reviewed for adherence with the Iowa Academy’s policies as well as audience appropriateness. This review is conducted by the leadership team of the Iowa Academy, including the current marketing chair.



**Transparency** – Relevant facts and important information are presented to prevent an unbalanced view of a controversial issue in which the sponsor has a stake. Conflicts of interest are identified and discussed.



**Non-endorsement** – Potential sponsors agree that the Iowa Academy does not endorse any particular brand or company product and any sponsor messaging or communication will not suggest otherwise.



**Non-influence** – Sponsor’s acknowledge that the Iowa Academy’s programs, leadership, decisions, policies, and positions are not influenced by sponsors. The Iowa Academy’s procedures and formal agreements with external organizations are designed to prevent any undue corporate influence.



**Clear separation** – Iowa Academy messages and content are clearly separated from brand information or promotion.



**Editorial control** – Sponsors agree that the Iowa Academy has full editorial control of all content in materials bearing the Iowa Academy name.



**Marketing Statements** – Sponsors agree to marketing statements “This is a paid advertisement, not an endorsement, for the Iowa Academy. The content may not necessarily reflect the vision, mission and values of the Iowa Academy.”

## Next steps...

Do you feel your company aligns with the mission, vision, and values of the Iowa Academy and is able to meet the sponsorship guiding principles and requirements? If so, please complete the corporate sponsorship application (located in the subsequent appendix) and submit to [marketingatrighitiowa@gmail.com](mailto:marketingatrighitiowa@gmail.com).

With gratitude and excitement,

*The Iowa Academy of Nutrition and Dietetics*

