



# TEXAS ACADEMY OF NUTRITION AND DIETETICS

2022-2023 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.

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 also influential with their peers and clients.

## MISSION:

To optimize the health of Texans

## VISION:

To empower Texas Academy members to be food and nutrition leaders

## OUR MEMBERS:

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.

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# SPONSORSHIP OPPORTUNITIES

## 2023 Texas Academy Annual Conference and Exhibition

SHERATON AUSTIN HOTEL AT THE CAPITOL  
THURSDAY, APRIL 13 - SATURDAY, APRIL 15, 2023

Texas Academy and other participants are professionals who make and influence buying decisions. Conference attendees are eager to learn about the latest scientific, evidence-based research, products and services they can share with employers, colleagues, clients, and consumers. By participating in our food & nutrition conference, you are putting your company and product in front of your target audience. The Texas Academy Annual Conference and Exhibition (TX ACE) attendees purchase the products and services you sell. Our sponsors and exhibitors get the jump on competitors by not only gaining visibility but also by communicating one-on-one with members.

### Why become a sponsor?

- Create brand awareness
- Drive sales and increase exposure
- Target marketing to ideal audience

### 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 company. Texas dietitians, students and interns are not only very involved in state and region events, but they are always interested in and looking for new, innovative ways to enhance their practice and jobs.

#### Ways to advertise with Us:

- Webinars
- E-blasts
- Newsletter marketing ads

### Texas Academy Leadership Retreat

Led by the incoming President, 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 the dietetic leaders in the state that represent a cross section of more than 4,000 members both geographically and by area of practice.

# 2023 TEXAS ACADEMY ANNUAL CONFERENCE AND EXHIBITION SPONSORSHIP PACKAGES

## PLATINUM SPONSOR \$8,000

### *select one:*

- TX ACE Opening Session
- TX ACE Cooking Demo
- TX ACE Awards Friday Lunch
- TX ACE Saturday Lunch
- TX ACE Closing Session

### *included:*

Premium Exhibit Booth Space  
Tote Bag Insert

## GOLD SPONSOR \$6,000

### *select one:*

- TX ACE Friday Breakfast
- TX ACE Exhibit Hall Happy Hour Reception
- TX ACE Member Empowerment Breakfast

### *included:*

Premium Exhibit Booth Space  
Tote Bag Insert

## SILVER SPONSOR \$4,000

### *select one:*

- Concurrent Session Education Sponsor
- TX ACE Fuel Station Break  
(Friday Morning, Friday Afternoon,  
or Saturday Morning)

### *included:*

Exhibit Booth Space  
Tote Bag Insert

## BRONZE SPONSOR \$2,000

### *select one:*

- TX ACE Tote Bag Provider
- TX ACE Hydration Station Signage

### *included:*

Exhibit Booth Space  
Tote Bag Insert

## *Package Perks:*

Listing in program materials and promotions as well as name, logo and website link on the [Eat Right Texas website](#) through May 31, 2023. Sponsors with packages will be recognized in emails and newsletters to members prior to the conference.

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

# 2023 TEXAS ACADEMY ACE SPONSORSHIP PACKAGE DESCRIPTIONS

## PLATINUM SPONSOR - \$8,000

*Select one:*

### **TX ACE Opening Session (1 available)**

- The Opening Session will be held on Friday, April 14, 2023. It is a general session and will include all conference attendees. Speakers must submit speaker application.
- Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation.
- Sponsor is responsible for speaker honorarium in addition to package fee.

### **TX ACE Cooking Demo (1 available)**

- Cooking demo speakers must submit speaker application.
- Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation.
- Sponsor is responsible for speaker honorarium in addition to package fee.

### **TX ACE Awards Friday Lunch (1 available)**

- The TX ACE Awards Lunch will be held on Friday, April 14, 2023. This lunch will highlight the 2022-2023 Texas Academy Award Winners. These prestigious awards are highly competitive and recognize individuals who have made an outstanding contribution to the dietetics profession.
- Sponsor will be responsible for the cost of the lunch for attendees (\$6,000 will go towards cost of food and sponsor is responsible for any additional cost of lunch).
- Sponsor will be allowed a 5-minute presentation at the lunch.

### **TX ACE Saturday Lunch (1 available)**

- Sponsor will be responsible for the cost of the lunch for attendees (\$6,000 will go towards cost of food and sponsor is responsible for any additional cost of lunch).
- Sponsor will be allowed a 5-minute presentation at the lunch.

### **TX ACE Closing Session (1 available)**

- The Closing Session will be held on Saturday, April 15, 2023 and will be a presentation lunch session. Speakers must submit speaker application.
- Sponsor will be allowed a 5-minute presentation as a part of the speaker's presentation.
- Sponsor is responsible for speaker honorarium in addition to package fee.

*also included:* Premium Exhibit Booth Space & Tote Bag Insert

# 2023 TEXAS ACADEMY ACE SPONSORSHIP PACKAGE DESCRIPTIONS

## GOLD SPONSOR - \$6,000

*Select one:*

### **TX ACE Friday Breakfast (1 available)**

- 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 (\$5,000 will go towards cost of food and sponsor is responsible for any additional cost of breakfast).
- Sponsor will be allowed a 5-minute presentation leading into the morning session.

### **TX ACE Exhibit Hall Happy Hour Reception (1 available)**

- The Exhibit Hall Happy Hour will kick off the exhibit hall opening on the evening of Friday, April 14, 2023 following the opening session.
- Sponsor will be responsible for the cost of food (\$5,000 will go towards cost of food and sponsor is responsible for any additional cost of happy hour reception).
- Sponsor will be allowed a 5-minute presentation.

### **TX ACE Member Empowerment Saturday Breakfast (1 available)**

- 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 (\$5,000 will go towards cost of food and sponsor is responsible for any additional cost of breakfast).
- Sponsor will be allowed a 5-minute presentation leading into the morning session.

*also included:* Premium Exhibit Booth Space & Tote Bag Insert



# 2023 TEXAS ACADEMY ACE SPONSORSHIP PACKAGE DESCRIPTIONS

## SILVER SPONSOR - \$4,000

*Select one:*

### **TX ACE Concurrent Education Sessions**

- Concurrent education sessions will be held throughout the conference on Friday, April 14 and Saturday, April 15, 2023. Speakers must submit speaker application.
- Sponsor will be allowed a 3-minute presentation as a part of the speaker's presentation.
- Sponsor is responsible for speaker honorarium in addition to package fee.

### **TX ACE Fuel Station Break (3 available)**

- Fuel stations are a snack break for attendees. Cost of food is included as a part of the sponsorship package.
- 3 spots available - Friday Morning, Friday Afternoon, or Saturday Morning

*also included:* Exhibit Booth Space & Tote Bag Insert

## BRONZE SPONSOR - \$2,000

*Select one:*

### **TX ACE Official Tote Bag Provider (1 available)**

- Sponsor will provide tote bags for all attendees that will be distributed at check-in/registration.

### **TX ACE Hydration Station Signage (1 available)**

- Sponsor will have signage at all hydration stations throughout the conference.

*also included:* Exhibit Booth Space & Tote Bag Insert

# 2023 TEXAS ACADEMY ACE SPONSORSHIP OPPORTUNITY DESCRIPTIONS

## Exhibitor Opportunities

Exhibit booths include one skirted table, two side chairs, one waste basket, and two name badges with access to conference. Each additional name badge is \$200.

University or Texas Academy member-owned exhibit booths include one conference registration. Each additional name badge is \$200.

### COST OF EXHIBIT BOOTHS:

**By December 31, 2022** - \$1,000

**January 1, 2023 & after** - \$1,200

**University or Texas Academy**

**Member-Owned** - \$500

**Exhibit Booth + Sponsor**

**Highlight** - \$2,400

## A la Carte Opportunities

### SPONSOR HIGHLIGHTS

**\$1,500**

For non-sponsored sessions, the TX ACE conference will offer five "Sponsor Highlights." These are 5-7 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.

*5 available*

### CONCURRENT EDUCATION SESSION

**\$3,000 + SPEAKER HONORARIUM**

Concurrent education sessions will be held throughout the conference on Friday, April 14-Saturday, April 15, 2023.

Speakers must submit speaker application.

Sponsor will be allowed a 3-minute presentation as a part of the speaker's presentation.

# 2023 TEXAS ACADEMY ACE SPONSORSHIP OPPORTUNITY DESCRIPTIONS

## *A la Carte Opportunities*

### **TX ACE Tote Bag Inserts**

**\$800**

Sponsor will be allowed to put one marketing piece in each attendee tote bag. Marketing materials may include flyers, coupons, samples, pens, notebooks, refillable water bottles, etc.

*Unlimited*

### **TX ACE Tote Bag Provider**

**\$1,200**

Sponsor will provide tote bags for all attendees. Tote bags will be distributed at check-in/registration to all conference attendees.

*1 available*

### **TX ACE Water Bottles + Hydration Station Signs**

**\$1,600**

Sponsor will provide branded refillable water bottles for all attendee tote bags + exclusive signage at all hydration stations at discounted rate.

*1 available*

*A la carte sponsorships include:*

Listing in program materials and promotions as well as name, logo and website link on the [Eat Right Texas website](https://www.eatrighttexas.org) until May 31, 2023.

## *Custom Packages*

Custom packages are available.

Our Sponsorship Management Coordinator is happy to collaborate and create a custom sponsor package to assist in meeting your company's annual marketing goals.

*For more details, contact*

[sponsorship.texas.and@gmail.com](mailto:sponsorship.texas.and@gmail.com)

# 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.

**\$2,000 PER WEBINAR**

## Newsletter Ads

The Texas Academy sends one statewide 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

## Company Branded E-Blasts

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 of the Texas Academy.

Our open rate percentage is typically about 50% for e-blasts, which is well above industry averages.

**COMPANY BRANDED E-BLAST  
TO ENTIRE STATE -\$1,500**

**COMPANY BRANDED E-BLAST  
TO ONE REGION -\$750**

# YEAR-ROUND SPONSORSHIP OPPORTUNITIES

## Member Benefit E-Blasts

Member benefits e-blast information includes job or education event/training for registered dietitians.

Job opportunities will be posted on the Texas Academy member page for one month.

Event or training information will be posted on the Texas Academy events page for members.

MEMBER BENEFIT E-BLAST TO  
ENTIRE STATE -\$1,000

MEMBER BENEFIT E-BLAST TO  
ONE REGION -\$500

## Social Media Posts for External Events

### FOR PROFIT ORGANIZATIONS

**\$100 PER POST**

One social media post about an external event or message on Facebook and Instagram pages.

### UNIVERSITY & TEXAS ACADEMY MEMBER- OWNED ORGANIZATIONS

**\$40 PER POST**

One social media post about an external event or message on Facebook and Instagram pages.

# YEAR-ROUND SPONSORSHIP OPPORTUNITIES

## Non-Texas Academy Conference and Event Advertisement

### FOR PROFIT ORGANIZATIONS

Event with registration fee:  
Cost of one registration  
fee or minimum of \$100

Event to be listed on Texas  
Academy Master Calendar  
for 30 days

Event to be listed under  
Master Calendar Events on  
one statewide newsletter

Event with no fee: No cost

Event to be listed on Texas  
Academy Master Calendar  
for 30 days

### UNIVERSITY & TEXAS ACADEMY MEMBER- OWNED ORGANIZATIONS

Event with registration fee:  
Cost of one registration  
fee or minimum of \$40

Event to be listed on Texas  
Academy Master Calendar  
for 30 days

Event to be listed under  
Master Calendar Events on  
one statewide newsletter

Event with no fee: No cost

Event to be listed on Texas  
Academy Master Calendar  
for 30 days

FOR MORE DETAILS, CONTACT [SPONSORSHIP.TEXAS.AND@GMAIL.COM](mailto:SPONSORSHIP.TEXAS.AND@GMAIL.COM)



# LEADERSHIP RETREAT SPONSORSHIP OPPORTUNITIES

## Hospitality Opportunities

### **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.
- 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.
- 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.
- 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.
- 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.
- Sponsor can provide marketing pieces and education documents to leadership team.

## Promotional Opportunities

### **Goodie Bag Item - \$200**

Sponsor will provide an item such as notebooks, pens, marketing materials to include in goodie bags for all attendees.

*1 available*

### **Leadership Goodie Bags - \$600**

Sponsor will provide goodie bags for all Leadership Retreat attendees. May include marketing pieces in goodie bags.

*1 available*