

# New Jersey Academy of Nutrition and Dietetics

## Corporate Sponsorship and Exhibit Prospectus

2024-2025



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[eatrightnj.org](http://eatrightnj.org)



908.217.7233



THE NEW JERSEY ACADEMY  
OF NUTRITION & DIETETICS  
eat right. an affiliate of the  
Academy of Nutrition and Dietetics

## Message from the President

Thank you for your interest in partnering with The New Jersey Academy of Nutrition and Dietetics, an affiliate of The Academy of Nutrition and Dietetics. The NJAND represents approximately 1600+, registered dietitians, dietetic technicians -registered, and students. Our members provide services that promote the health and well-being of New Jersey's residents in schools, community and public health, public health organizations, supermarkets, hospitals, long term care and rehabilitation centers, outpatient health care facilities, business and industry, pharmaceutical companies, wellness and fitness facilities and private practice. We provide evidence-based nutrition information and education to the public through the knowledge gained in brand/industry partnership. Join us as we are excited to work together to showcase your products, services, and research with our members.

*LaChell Miller, MS, RD, CC*

President  
New Jersey Academy of Nutrition and Dietetics



LACHELL MILLER

President 2024-2025



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ASHLEY LOMBARDI

Sponsorship Coordinator

# Dietitian Influence in the Market

76%

of RDN's speak in front of large groups about food and nutrition sources

74%

of clients, customers, patients ask specifically about products to purchase/use

73%

of dietitians report that they have direct interactions with patients and clients

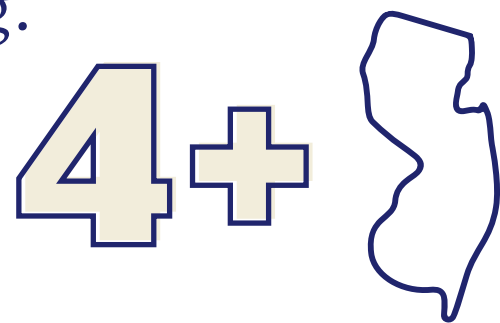
73%

believe clients follow their advice closely

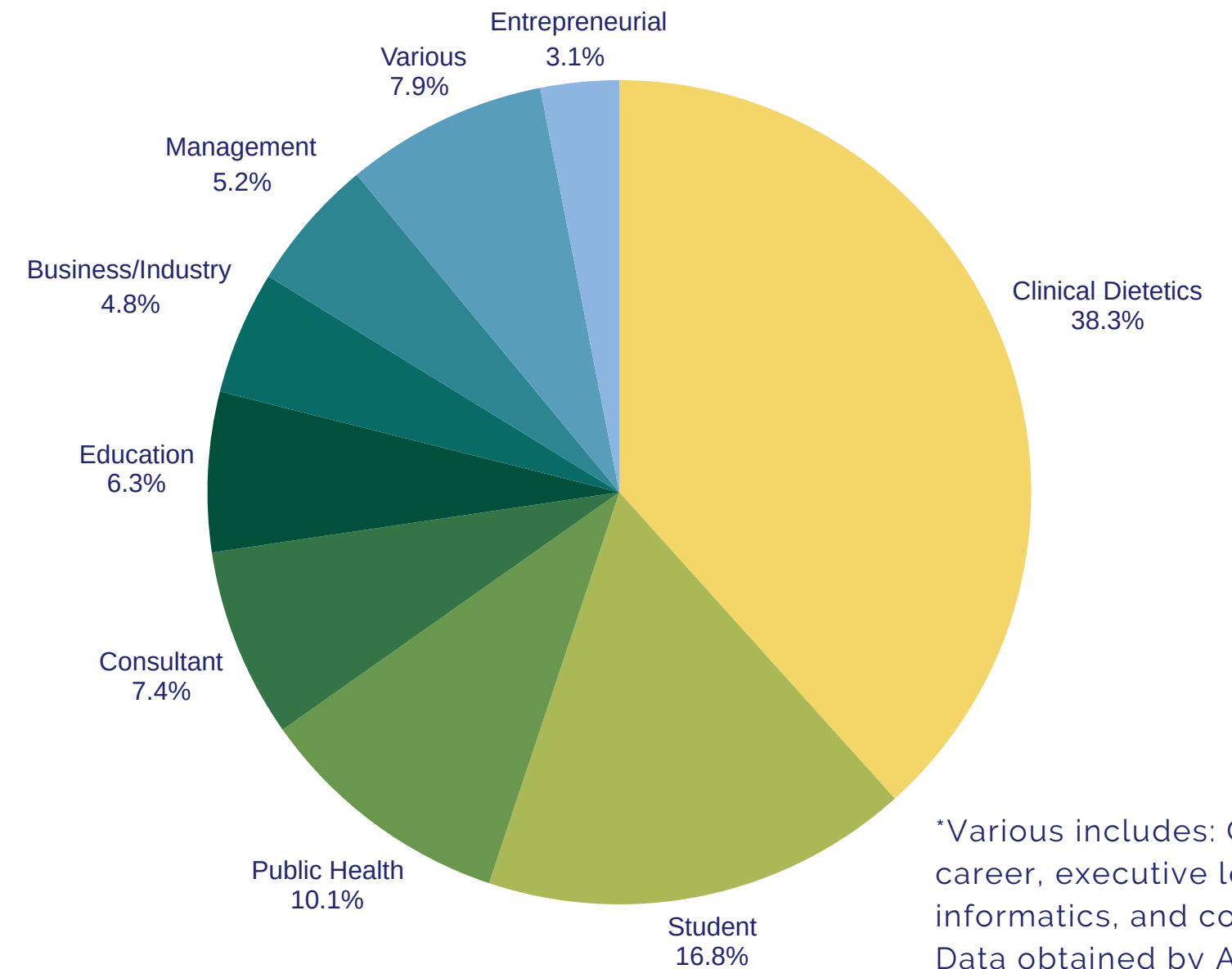
# New Jersey Dietitians

6000+

With over 6000 registered dietitians, technicians, and dietitians-to-be in the state of New Jersey, NJAND is able to reach them through social media, networking, and marketing.



NJAND members do not just live and work in New Jersey. We have members from across PA, CT, NY, and DE!



\*Various includes: Changed career, executive leadership, informatics, and communications  
Data obtained by AND reporting system 2023-2024 fiscal year

## Membership Breakdown



# Corporate Membership

The goals of the membership program are to provide your organization with maximum visibility while allowing NJAND to enhance community outreach.

- Visibility on NJAND website with hyperlinked logo to organizations homepage
- Acknowledgement as Corporate Member on weekly blasts
- Special recognition as Corporate Member at the NJAND Annual Meeting
- Exhibit table for your organization and registration for one representative at the annual meeting
- Featured video and blog post on NJAND website
- 25% off advertisements in our quarterly newsletters and dedicated e-blasts
- 25% off webinars
- 25% off social media promotions/partnerships with NJAND leadership
- 15% off annual meeting sponsorships

Annual Membership Dues: \$2000



# Educational Promotions

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## Webinars

When surveyed, dietitians indicated that webinars and educational opportunities are a primary reason for maintaining membership.

- 1 webinar per year (\$1500)
- 2 webinar per year (\$2500)
- 3 webinar per year (\$3500)

## Key Stakeholders

Get your brand and message directly in front of NJAND leadership during planning meetings.

- Board of Director Meetings (Virtual) (\$500)
- Exclusive Leadership Meeting (In-Person) (\$1,000.00)
- Town Hall Meetings (In-Person) (\$250)

## Annual Meeting 2025

Join 300+ RD's, DTR's, and aspiring RDs at our annual meeting. Included for below sponsorships is attendance to the meeting, marketing on our website, email communications, marketing/samples included in attendee swag bags, and acknowledgement at designated times during the meeting. \*meeting location and date TBD

- Sponsored Keynote Session (\$3000)
- Sponsored Breakout Session (\$2000)
- Breakfast Sponsor (\$2000)
- Lunch Sponsor (\$2500)
- Snack Sponsor (\$1500)
- Exclusive Branded Name Badges/Provided Lanyard (\$500)
- Exclusive Conference Bag/Provided (\$500)
- Exhibitor (For-Profit) (\$1000)
- Exhibitor (Non-Profit) (\$750)

# Media Promotions

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## Email Communications

We maintain an active email list with 45-50% open rates . Using email to connect with members is an excellent way to reach your target audience and share your products and services with 2100+ nutrition professionals.

- Weekly Eblast (\$500)
- Dedicated Eblast (\$1000)
- Quarterly Newsletter (\$1500)

## Sponsored Content from Brand

Provide content to be shared on social media platforms to boost recognition to NJ dietitians and health professionals. This is a great opportunity to share new products, upcoming webinars, and local or virtual events.

- Story Post (3 frames \$150.00)
- Dedicated Image Post - (\$250.00)

## Website Representation

When surveyed, members visited our website at least one time per month. We have recently upgraded our website to make it a nutrition destination for both RDs and NJ consumers looking for evidence based information for nutrition.

- Blog posts (\$1200)
- Website links (\$1000)
- Affiliate links (\$100)

## Brand Marketing through NJAND Leadership

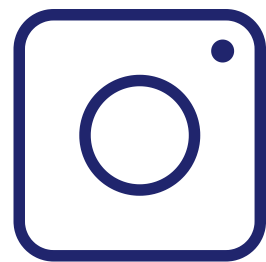
Utilize our network of New Jersey dietitians to create marketing content. Our communications team will utilize cooking demos/recipes, educational events, infographic demos, or giveaways which will be customizable per partnership.

- Dedicated Image Post (\$500.00)
- Dedicated Reels (\$750.00)

*\*Influencer fees not included*

# Connect With Us!

We look forward to connecting with you



**instagram**



**facebook**



**linkedin**



**[eatrightnj.org](http://eatrightnj.org)**



**[sponsorship@eatrightnj.com](mailto:sponsorship@eatrightnj.com)**



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