

# 2023 Partnership Opportunities



The Louisiana Academy of Nutrition and Dietetics (LAND) would like to invite you to participate in our partnership program for 2023. This program will allow you to promote your product(s) and/or service(s) to our members online and at our in-person Annual Conference.

More than 700 professionals are LAND members and work in a variety of food and nutrition environments including, but not limited to, hospitals, long-term care facilities, outpatient education clinics, public health departments, pharmaceutical companies, schools, universities, wellness and fitness facilities, and private practices. Our partnership opportunities will showcase your product(s) and/or service(s) to this extensive audience.

## 2023 ANNUAL CONFERENCE

March 9-10, 2023 · The Cook Hotel & Conference Center · Baton Rouge, LA

Please complete the following steps to become a partner of LAND.

1. Review the opportunities below and select the option(s) you prefer.
  - a. LAND provides these option(s) on a first come, first served basis.
2. Complete and return the included agreement to [LAND@eatrightlouisiana.org](mailto:LAND@eatrightlouisiana.org).
  - a. You will receive an invoice for payment within 48 hours. You will not be guaranteed your preferred option(s) until full payment is received by LAND.

If you have any questions or would like to create a custom partnership opportunity, please email us at [LAND@eatrightlouisiana.org](mailto:LAND@eatrightlouisiana.org).

Thank you for your support!

Digital Media Partnership		Package Price: \$1,250.00
<b>Website Ad:</b> (12) month image ad linked to partner website	<i>Valued at \$1,600.00</i>	
<b>Dedicated E-Blast:</b> (1) e-blast sent to all members after LAND review/approval		
<b>Homepage Logo Feature:</b> (12) month logo feature on homepage of LAND website		

<b>Featured Partnership*</b>		<b>Package Price: \$2,500.00</b>
<b>Annual Conference Exhibit Booth:</b> (1) table and (1) booth representative	<i>Valued at \$4,100.00</i>	
<b>Annual Conference Logo Feature:</b> logo feature on dedicated event webpage, social media channels, and printed materials		
<b>Annual Conference Coffee Break Partner</b>		
<b>Website Ad:</b> (12) month image ad linked to partner website		
<b>Dedicated E-Blast:</b> (1) e-blast sent to all members after LAND review/approval		
<b>Homepage Logo Feature:</b> (12) month logo feature on homepage of LAND website		

*\*Partner required to provide 200-250 items to be placed in attendee promotional bags.*

<b>A La Carte Partnerships</b>	
<b>Annual Conference Exhibit Booth:*</b> (1) booth representative	<b>Cost</b>
For Profit Company – (2) tables	\$400.00
For Profit Company – (1) table	\$250.00
Member-Owned Company – (1) table	\$150.00
LA-Based School/Public Institution/Non Profit – (1) table	\$100.00
LAND Districts or Students – (1) table	\$50.00
<b>Annual Conference Logo Feature:</b> logo feature on dedicated event webpage, social media channels, and printed materials	\$1,200.00
<b>Annual Conference Breakfast Partner:*</b> partial partnerships available	\$2,500.00
<b>Annual Conference Lunch Partner:*</b> partial partnerships available	\$3,000.00
<b>Annual Conference Happy Hour Partner:*</b> partial partnerships available	\$4,500.00
<b>Annual Conference Speaker Partnership:*</b> includes Annual Conference and Homepage Logo Feature benefits / all speaker expenses (travel, lodging, honorarium, etc.) covered by partner and topic requires LAND review/approval	\$1,500.00
<b>Annual Conference Door Prize Donation:</b> (1) door prize supplied by partner to be given away to conference attendee	FREE
<b>Website Ad:</b> (1) month image ad linked to partner website	\$100.00
<b>Dedicated E-Blast:</b> (1) e-blast sent to all members after LAND review/approval	\$250.00
<b>Homepage Logo Feature:</b> (12) month logo feature on homepage of LAND website	\$150.00

*\*Partner required to provide 200-250 items to be placed in attendee promotional bags.*

# 2023 Partnership Agreement



This Agreement by and between \_\_\_\_\_  
[Partner Organization] and the Louisiana Academy of Nutrition and Dietetics (LAND) will serve  
as confirmation of support from \_\_\_\_\_  
[Partner Organization] as outlined below for the 2023 LAND fiscal year.

## KEY CONTACT

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

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

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

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

## PARTNERSHIP OPPORTUNITIES SELECTION(S)

- Digital Media Partnership = \$1,250.00
- Featured Partnership = \$2,500.00\*
- Annual Conference Exhibit Booth = \$400.00/For Profit Company (2) tables\*
- Annual Conference Exhibit Booth = \$250.00/For Profit Company – (1) table\*
- Annual Conference Exhibit Booth = \$150.00/Member-Owned Company\*
- Annual Conference Exhibit Booth = \$100.00/LA-Based School/Public Institution/Non Profit\*
- Annual Conference Exhibit Booth = \$50.00/LAND Districts or Students\*
- Annual Conference Logo Feature = \$1,200.00
- Annual Conference Breakfast Partner = \$2,500.00\*
- Annual Conference Lunch Partner = \$3,000.00\*
- Annual Conference Happy Hour Partner = \$4,500.00\*
- Annual Conference Speaker Partnership = \$1,500.00\*
- Annual Conference Door Prize Donation = FREE
- Website Ad = \$100.00 x \_\_\_\_\_ [number of months] = \$ \_\_\_\_\_
- Dedicated E-Blast = \$250.00
- Homepage Logo Feature = \$150.00

*\*Partner required to provide 200-250 items to be placed in attendee promotional bags.*

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_**

## BOOTH REPRESENTATIVE

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

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

**POLICIES AND CONSIDERATIONS**

1. It is understood that the above partnership activities do not include the following:
  - a. Use of any survey to members without prior approval of LAND,
  - b. Use of LAND letterhead,
  - c. Use of LAND leadership signatures or endorsements of any kind,
  - d. Use of the LAND name or the Academy of Nutrition and Dietetics (Academy) name in reference, reports, press releases, etc. without prior written consent of LAND and the Academy.
2. LAND acceptance or support of exclusivity from any partner is prohibited.
3. All invoices are sent to the Key Contact and due within 30 days of receipt.
4. It is understood that any selection marked with an asterisk (\*) above requires the partner to provide 200-250 items to be placed in attendee promotional bags at the 2023 Annual Conference. Any costs incurred with these items are the sole responsibility of the partner.
5. The terms and conditions of this Agreement are good through May 31, 2023.

We accept and agree to the policies and considerations of this Agreement.

_____	_____
Key Contact Signature	Date
_____	_____
2022-2023 LAND President	Date
_____	_____
2022-2023 LAND Treasurer	Date