



Chicago Academy of

**NUTRITION & DIETETICS**

**The Chicago Academy of Nutrition and Dietetics,  
an Affiliate of the Academy of Nutrition and Dietetics,  
Sponsorship Prospectus June 2017 - May 2018**

*Reach an Influential Group of  
Nutrition Leaders in the Dietetics Profession*

## About the Chicago Academy of Nutrition and Dietetics

Founded in 1915, the Chicago Academy of Nutrition and Dietetics (CAND) is an affiliate of The Academy of Nutrition and Dietetics, comprised of members in the Chicagoland area.

The Chicago Academy of Nutrition and Dietetics is a not-for-profit, voluntary membership association consisting of over 250 Registered Dietitians, Nutritionists, Dietetic Technicians, and nutrition students/interns. Members are dedicated to healthy lifestyles through food decisions, in addition to the delivery of effective food and nutrition services by qualified dietetic professionals and association members. The primary purpose of CAND is to support the roles in the delivery of healthcare throughout Chicago and promote informed food decisions by consumers. Members work in a variety of arenas including:

- Hospitals
- Research facilities
- Public health organizations and community agencies
- Universities
- Health and fitness centers
- School districts
- Private practice
- Media

Comprehensive leadership and direction of the CAND is provided by the Executive Board, made up of elected and ex-officio members. Additional guidance of the affairs of CAND is provided by Councils and Committees led by Executive Board members.

We offer the opportunity to showcase your brand and product to thousands of dietitians and nutrition professionals.

### Brand Declaration

**The Chicago Academy of Nutrition and Dietetics is a network of Registered Dietitians that advocates for its members and enhances their contribution to the community as the credible source of science-based nutrition information.**

### Brand Essence

**Expert | Established | Evidence Based | Pioneering | Connected | Valuable**



## Executive Committee

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### **Sarah Olender MS, RDN – President**

Sarah is a research dietitian and works as Clinical Research Coordinator in the Department of Medicine for the University of Illinois at Chicago. She was recently honored with the “Emerging Leader Award” by the Illinois Academy of Nutrition and Dietetics. Sarah is passionate about nutrition advocacy and currently serves as the State Policy Representative for the Illinois Academy of Nutrition and Dietetics.

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### **Sara Casey RD, CSG, LDN – President-Elect**

Sara is the Director of Nutrition for Brookdale Senior Living and certified specialist in gerontological nutrition. She holds a bachelor’s degree in Dietetics from Michigan State University and completed her dietetic internship at Loyola in Chicago. Sara has been an active member of the Chicago Academy of Nutrition and Dietetics since 2012 and served as the Web, Social Media and Communications Committee Chair from 2014-2017

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### **Tina Uyen Lam MS, RD, LDN - Secretary**

Tina is a Sodexo dietitian at Sinai Medical Group system working as a diabetes educator in the in-patient and out-patient setting. She completed her dietetics internship and received her master’s in dietetics at Illinois State University in 2015. Tina is committed to becoming a Certified Diabetes Educator by working with patients in the hospital, in addition to clinics, school systems, and community health fairs. Tina is also a member of Diabetes Care and Education practice group of the Academy of Nutrition and Dietetics.

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### **Amy Moore MS, RD, LDN, CLS- Treasurer**

Amy is a Clinical Dietitian and Certified Lactation Specialist who is currently employed with Cook County Health and Hospital Systems working with patients on Hemodialysis, as well as pregnant and postpartum women in the obstetrics unit. She recently completed her Master’s Degree in Applied Nutrition through Northeastern University in Boston, focusing on Business and Entrepreneurship in Nutrition. Amy previously held a management role as a Site Supervisor with the CEDA WIC and Family Case Management program, educating low-income, high-risk families about the benefits of a healthy lifestyle. Amy is an active member of the Illinois Academy of Nutrition and Dietetics currently volunteering as the Co-Public Policy Coordinator, and previously served as the Community Outreach Committee Chair from 2015-2017 with the Chicago Academy of Nutrition and Dietetics.

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## Sponsorship Options and Pricing

We are currently looking for sponsors for our 250+ member strong Chicago Academy of Nutrition and Dietetics. Our goal is to align with sponsors that support our mission: to advocate for our members and enhance their contribution to the community as a credible source of science-based, nutrition information. We host four educational and networking dinner events throughout the year at restaurants in Chicago.

Will you consider sponsoring CAND? We would greatly appreciate having your support. Any sponsorship amount would be supportive of our organization and greatly appreciated! We are open to customizing your company's own sponsorship program, but also have outlined some of the popular options below:

<b>Package Purchases</b>	<b>Bronze \$500</b>	<b>Silver \$750</b>	<b>Gold \$1000</b>	<b>Platinum \$1500</b>	<b>Diamond \$2000</b>
Side column on our weekly "E-blast" 4 weeks Leading up to a dinner event.	x	x	x	x	x
Recognition in CAND newsletter distributed to all CAND members. (1/4 page + logo)	x	x	x	x	x
Sponsorship booth at dinner meeting check-in.		x	x	x	x
Sponsorship booth at dinner meeting check-in with option to hand out products and/or samples.			x	x	x
Sponsorship booth at dinner meeting check-in with ability to hand out products and/or samples and provide a brief 5-minute presentation to the group prior to dinner.				x	x
Sponsorship booth at dinner meeting check-in with ability to hand out products and/or samples and provide a brief 5-minute presentation to the group prior to dinner. Advertising on our social media outlets including Facebook and Instagram page for 1 month leading up to the event. Half page newsletter recognition, including logo. Sponsor logo and information posted on CAND website 1 year. Dietitian written blogpost about sponsoring company posted on CAND blog.					x



Individual Purchases					
*Side column on our weekly "E-blast" 4 weeks leading up to a dinner event (only): \$300					
*Recognition in CAND newsletter distributed to all 250+ members (only): (1/4 page + picture) \$400					
*Sponsorship booth at dinner meeting check-in (only) \$500					

## Sponsor Benefits

Let CAND connect you to food and nutrition professionals and consumers with one of the sponsorship packages described on the previous page for CAND's 2017-2018 fiscal year (June 1, 2017-May 31, 2018).

**Some promotional benefits include, but are not limited to:**

- Growth and/or improvement of awareness and perception of your organization.
- Recognition in CAND announcements, email updates, newsletters, events, and CAND's highly ranked website (*eatrightchicago.org*).
- Exhibitor space, sampling and couponing, photo opportunities, signage, and speaking engagements with our members.
- Advertisement in CAND's newsletters and social media platforms, reaching over 250 members, and hundreds of more followers.

We appreciate your consideration and look forward to partnering with you in support of Dietitians in Chicago. For inquiries please contact our president at [President@eatrightchicago.org](mailto:President@eatrightchicago.org).

Sincerely,

*Sarah Olender*

Sarah Olender, MS, RDN, LDN  
 President, Chicago Academy of Nutrition and Dietetics

~Visibility • Connections • Market Research • Media Exposure ~

