



Chicago Academy of

NUTRITION & DIETETICS

**The Chicago Academy of Nutrition and Dietetics,
an Affiliate of the Academy of Nutrition and Dietetics,
Sponsorship Prospectus June 2019 - May 2020**

*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

Tina Uyen Lam MS, RDN, LDN, CDE – President

Tina is currently working at University of IL - Chicago as the Instructor/Assistant Director for the Dietetics Coordinated Program. She's also the current Diversity Liaison for the IL Academy of Nutrition and Dietetics and part of the Diabetes Care and Education Practice Group. In her free time she likes to play tennis, take kickboxing/boxing classes, co-parent her 2 1/2 yr old Border Aussie dog, Theodosia, with her husband. Tina also runs the tinaV.nutrition facebook group and the instagram page @diabetes.dietitian.

Amy Moore MS, RD, LDN, CLS – President-Elect

Amy is a Clinical Dietitian and Certified Lactation Specialist who is currently employed with Cook County Health and Hospital Systems working as a Pediatric Dietitian in the Pediatric and Neonatal ICUs. 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 Treasurer from 2016-2019 & Community Outreach Committee Chair from 2015-2017 with the Chicago Academy of Nutrition and Dietetics.

Amy Curcio MS, RD, LDN - Secretary

Amy has worked in a variety of settings including community centers, food pantries, restaurants and corporate offices. Amy completed her undergraduate degree in Nutrition & Dietetics with a Culinary Certificate from Saint Louis University. She completed her dietetic internship from Loyola University in Chicago before deciding to complete her masters degree from American University. She believes that food and cooking should not only be healthy, but fun to make and eat.

Amy Yahiro MS, RD, LDN - Treasurer

Amy is a registered dietitian with a Bachelor of Science from the University of Illinois at Urbana-Champaign and a Master of Science from the University of Alabama. She completed her dietetic internship at the Edward Hines, Jr. VA Hospital and worked as a clinical dietitian on the spinal cord injury and disorders unit at the same hospital for over 5 years. Although she no longer works as a clinical dietitian, she has stayed involved in the profession by publishing her research on the classification of obesity, cardiometabolic risk, and metabolic syndrome in adults with spinal cord injury; and volunteering as an Evidence Analyst for the Academy of Nutrition and Dietetics



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:

Package Purchases	Bronze \$500	Silver \$750	Gold \$1000	Platinum \$1500	Diamond \$2000
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 2018-2019 fiscal year (June 1, 2018-May 31, 2019).

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.

Sincerely,

Tina Lam

Tina Lam, MS, RDN, LDN, CDE
 President, Chicago Academy of Nutrition and Dietetics

~Visibility • Connections • Market Research • Media Exposure ~

