



Cardiovascular Health and Well-being

eat right.
a dietetic practice group of the
Academy of Nutrition and Dietetics
Formerly a subgroup of Sports, Cardiovascular and Wellness Nutrition (SCAN)

Reach Influential Leaders in Cardiovascular Health and Well-being

2023-2024 Sponsorship Opportunities

The **Cardiovascular Health and Well-being (CV-Well) DPG** is a group of nutrition professionals advocating for cardiovascular health, general well-being, and physical activity. CV-Well members provide expert advice in disease prevention and nutrition optimization in diverse health arenas such as clinical settings, corporate well-being, media, community nutrition, private practice, research, education, and government.

Why CV-Well?

- Our members are industry experts, relied upon for the latest evidence-based research to recommend positive change in the areas of cardiovascular health and well-being, as well as for their recommendations of products and services to patients and clients.
- Sponsorship of a CV-Well publication, webinar, in-person and virtual event, and other activities provide an opportunity for sponsors to increase awareness of their company and share their message with nearly 2,200 trusted and influential nutrition professionals.
- CV-Well fosters collaborative relationships with sponsors whose products and services align with our mission to support healthy eating habits and active, positive lifestyles.
- CV-Well is a new and innovative group that is open to the flexibility of developing a customized and mutually beneficial sponsorship package to meet the goals of your organization and to support the education and practice of our valued members.

With nearly 2,300 members, CV-Well is one of the largest professional dietetic practice groups at the Academy of Nutrition and Dietetics.

CV-Well Mission

Inspire, energize and equip members to support people in choosing healthy eating habits and active, positive lifestyles to optimize cardiovascular health (prevention and treatment) and overall well-being.

CV-Well Vision

A world where hearts are healthy and people thrive, empowered and equipped by nutrition professionals.

**For more information,
please contact**

**Kathleen Griffith,
MBA, RDN, Manager,
Corporate Relations, at
kgriffith@eatright.org.**

CV-Well Membership Profile

We are...

Innovators with a passion for improving the health of our patients/clients using the latest evidence-based research to recommend positive change in the areas of cardiovascular health and well-being. As a new group we pride ourselves on creating a culture of joy and playfulness for all of our members.



2,300+
Members Strong



85%
Registered Dietitian
Nutritionists (RDNs)



149
Student Members



According to the
2022 CV-Well
Member survey:

2 out of 3 find their
patients follow
their advice closely

75% said they are
frequently asked
about products or
services by their
patients or clients

83% find recipes
helpful to share with
patients or clients

Sponsorship at a Glance

Sponsorship

Investment

Publication Sponsorship (p. 3)

Pathways

Headline sponsorship \$5,000

Full Page Ad \$3,000

½ Page Ad \$2,000

¼ Page Ad \$1,000

Custom Educational Webinars (p.3) \$6,000

Educational Handouts (p.4) \$5,000

E-Communications (p.4)

Dedicated e-communication \$3,750

Dedicated e-communication with survey \$5,000

Virtual focus group (p. 5) \$6,000

Well-being activity (p.5) \$5,000

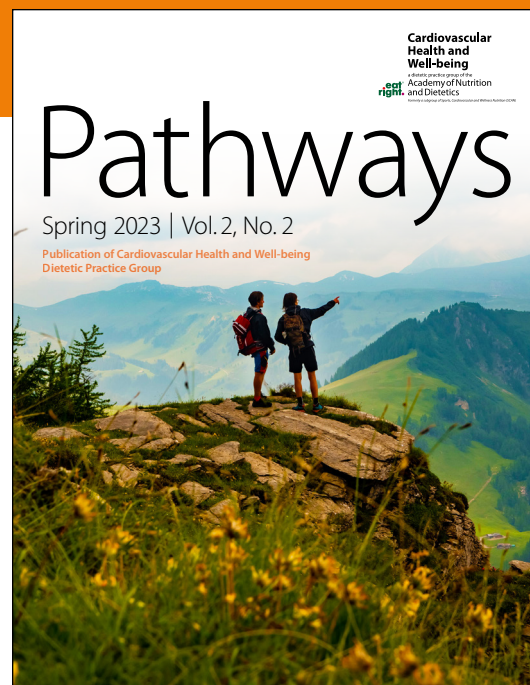
Heart Healthy Recipe contest (p. 6) \$12,000

FNCE® 2023 Events (p.7) \$2,500+

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Menu of Sponsorship Opportunities

Educational Opportunities



Pathways

Pathways is a peer-reviewed digital publication featuring evidence-based research and practice articles on current topics in cardiovascular health & well-being. Practice articles translate evidence into application for dietitians working in various settings, providing tools and recommendations on topics related to cardiovascular health and well-being. Distributed to our members on a quarterly basis, each issue provides at least 1 continuing education unit to readers. Our summer edition is a hard copy sent to all members and made available at FNCE®.

Distribution Timing:

• July 2023 • October 2023 • January 2024 • April 2024

Headline sponsorship of one issue: \$5,000

Includes opportunity to supply an evidence-based educational resource, up to four pages in length, with a link directly to company's website. Also includes recognition in dedicated e-communication announcing issue to CV-Well members.

Advertising:

• Full Page Ad: \$3,000 • ½ Page Ad: \$2,000 • ¼ Page Ad: \$1,000

All sponsors and advertisers are recognized on the CV-Well website.
All content within sponsored materials is subject to CV-Well and Academy review and approval.

Custom Webinars

CV-Well's one-hour webinars are developed to provide members with free continuing education units on science-based topics, new research and consumer trends. Webinars will live on the CV-Well website for one year for later viewing.

Investment: \$6,000; *does not include speaker fees; add on post-webinar survey, up to 3 questions, +\$1,000*

- Webinar topic, speaker and content must meet Academy guidelines.
- Sponsor leads the creation of webinar content and secures speaker.
- CV-Well provides technology and platform to execute webinar.
- CV-Well handles application for continuing education units.
- Sponsor logo and recognition at onset and conclusion of webinar.
- Up to 3 slides at the end of the webinar featuring sponsor messages and mission.
- Promotion of webinar across CV-Well communication channels.



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Menu of Sponsorship Opportunities

Educational Opportunities

Educational Handouts

Investment: \$5,000; *does not include fees related to content development and design*

CV-Well members highly value quality educational handouts to share with patients and clients, another leading member benefit according to our member survey. Have your educational handout featured for printing and use by our members in the Educational Resources section of our website for three years.

- Educational handout will be 11" x 8.5" in size, up to two pages in length.
- Sponsor will lead the content development and design of handout.
- Handouts will be reviewed and approved by CV-Well content experts before posting to the website.
- Promoted across CV-Well communication channels.



E-communications

CV-Well members depend on e-communications for the latest information on brands, products and information to provide to their patients and clients. Our average open rates consistently meet or exceed industry averages.

Dedicated e-communication | Investment: \$3,750

Stand-alone e-mail sent to CV-Well members featuring sponsor's news updates, research, new products/services, upcoming events and/or links to more information.

Dedicated e-communication with survey | Investment: \$5,000

Survey CV-Well members for expert feedback and insights related to your products or services. Sponsor creates e-mail with link to survey with up to 10 questions. All content subject to review and approval from CV-Well and the Academy. Results must be shared with CV-Well and the Academy and are for sponsors internal use only.



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Menu of Sponsorship Opportunities

Events

Virtual Focus Groups

Investment: \$6,000; *does not include price of participant incentive*

Engage with CV-Well members in a small group setting via a virtual platform. Use this one-hour session with our nutrition experts to gain insight into the cardiovascular health and well-being audience, test messaging, elicit feedback on your products/services and more.

- Focus group date, objectives, desired participant profile, discussion questions and participant incentive must be approved by CV-Well/ the Academy.
- Sponsor creates communication/invitation for focus group and develops discussion guide and visuals.
- CV-Well distributes invitation and provides sponsor a list of potential participants and assists in securing final participants.
- CV-Well hosts and manages technology platform during live focus group.
- Sponsor provides and distributes incentive.
- Results from focus groups may only be used for internal purposes.

Well-being Activity **NEW!**

Investment: \$5,000; *does not include fees related to speaker/instructor and other materials needed to execute event*

Well-being is the cornerstone of our group and one of our many values is to create a culture of joy and playfulness for our members. Invite CV-Well members to join a 1-hour well-being experience (such as a yoga class, lesson on meditation/mindfulness or fitness class) incorporating your products/ services and messages.

- Sponsor leads planning of 1-hour well-being activity with CV-Well input and approval.
- CV-Well manages technology platform and promotion of event across various channels.
- Sponsor provides any speakers, instructors or facilitators involved in hosting the event.
- Sponsor may include up to 5 questions on post-event evaluation.
- One dedicated post-event attendee e-communication.



We invite organizations whose business practices align with our mission, vision, and values to collaborate with CV-Well to offer exciting opportunities for our members.

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Menu of Sponsorship Opportunities

Events

Heart-Healthy Recipe Contest **NEW!**

Investment: \$12,000; does not include cost for prizes. Sponsor retains ownership rights to all recipe submissions.

Host a recipe contest for CV-Well members, challenging them to create a heart-healthy recipe featuring one of your products. Contest will encourage CV-Well members to test and experiment with your products in the kitchen.

- Sponsor works with CV-Well on contest theme, timeline, judging criteria and rules.
- CV-Well hosts a contest landing page on the CV-Well website with all contest information and submission instructions.
- CV-Well contest promotion includes one (1) sponsor-created dedicated e-communication, one (1) E-update mention and promotion across CV-Well social media channels.
- CV-Well and sponsor work together to test final recipes and select winning recipes.
- Sponsor funds and distributes prizes directly to contest winners.
- Winners and winning recipes are featured in an issue of Pathways with sponsor recognition.
- Sponsor may also create a second dedicated e-communication announcing results and winners.
- Nutrition criteria to be mutually agreed upon between CV-Well and sponsor.



With over 100,000 credentialed practitioners, the Academy of Nutrition and Dietetics is the nation's largest organization of food and nutrition professionals.

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Other Ideas? Let's Get Creative!

Build on items above or work with our team to develop something completely unique! We welcome collaboration.



Menu of Sponsorship Opportunities

2023 FNCE® Sponsorship Opportunities

CV-Well Member Reception at FNCE®

The largest in-person event of the year for CV-Well members. This 2-hour event will be held Saturday October 7th from 6:30-8:30 p.m. at **Lucky Strike**. It's an opportune time for sponsors to interact face-to-face with our members and celebrate the year's successes.

Reception Sponsorship: \$4,000 (3 available)

- Sponsor may host a table-top display at event to distribute pre-approved materials/network with CV-Well members
- Opportunity to promote the sponsor's exhibit hall booth activities
- CV-Well Chair recognition during the event
- Recognition of reception support in materials and event promotions
- 3 event invitations

Swag Bag: \$2,500 (1 available); shipping costs not included

- Provide all attendees with a branded bag of pre-approved samples, premium items and/or educational materials
- 2 event invitations
- CV-Well Chair recognition during the event

FNCE® Sunrise Stretch & Social with CV-Well & Diabetes DPGs Sunday, October 8 from 7:00-8:00 a.m. EST

Two of the Academy's largest practice groups are teaming up to bring FNCE®-goers this unique wellness and social event. Dana White, MS, RDN, ATC will lead attendees through a series of light postural activities and stretching. Attendees will have time to network and enjoy a light breakfast to fuel their morning.

Swag Bag: \$4,000 (1 available)


Provide all attendees with a branded swag bag of wellness-related contents. Cost of shipping, handling and swag bag contents are covered separately by the sponsor and are in addition to the cost above. Also includes:

- Tabletop display for additional sponsorship materials and giveaways
- 2 event invitations
- 3-5 minutes podium time
- Recognition on event materials and communications, as appropriate

Breakfast Sponsor: \$4,000 (1 available)

Support this event's grab-and-go breakfast so attendees can start their morning with a balanced bite.

- Opportunity to integrate company product into breakfast menu; corkage fees must be covered by the sponsor
- Tabletop display for additional sponsorship materials and giveaways
- 2 event invitations
- 3-5 minutes podium time
- Recognition on event materials and communications, as appropriate

 Academy of Nutrition and Dietetics

FNCE® 2023

Food & Nutrition Conference & Expo®

Denver, CO | October 7-10

Save the Date:
CV-Well Spring
Symposium
April 12-14, 2024
Tucson, AZ

More details to follow.

Priority topics to be covered:

- Sodium and cardiovascular health
- Gut health and the microbiome
- Food sustainability and food systems
- Ultra-processed foods, added sugars and cardiometabolic health
- Energy expenditure
- Health and wellness coaching/counseling
- Dietary supplements and cardiovascular health
- Plant based diet

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