



**SOUTH CAROLINA ACADEMY OF
NUTRITION & DIETETICS**

**2020-2021
Sponsorship Packet**



WHY SUPPORT SCAND?

Maximize your investments in South Carolina.

The South Carolina Academy of Nutrition & Dietetics is THE professional arm for nutrition and dietetics professionals in the state of South Carolina. With an audience of over 1000 dietitians throughout the state and a steady membership of approximately 700 nutrition professionals, we look forward to partnering with sponsors in line with our mission to positively impact the health and well-being of South Carolinians through food and nutrition. We have a vision of South Carolina as a state where all people thrive through the transformative power of food and nutrition, and we invite you to partner with us if your organization shares our principles in:

- Having a state-wide impact in eliminating all forms of malnutrition and food insecurity
- Collaborating to solve our state's food and nutrition challenges
- Expanding work force capacity and capability of food and nutrition professionals
- Focusing on state-wide improvements across the food well-being and health care sectors
- Achieving the highest level of integrity and commitment to excellence among dietetic professionals

SCAND will host a virtual Annual Meeting this spring on April 16th, 2021 with the theme ***Thriving in Times of Change***, to discuss and debate new and emerging topics in the world of food and nutrition. We hope to feature your company or organization, and what you have to offer to dietitians from across the state. As an Annual Meeting exhibitor and/or sponsor, you can:

- **Showcase your company's products and/or services to dietitians and decision makers**
- **Build connections with existing and potential customers**
- **Receive a contact list of registered Annual Meeting attendees**
- **Support and grow your loyal customer base**

In addition to the Annual Meeting, there are many other value added opportunities to showcase your organization to SCAND members. Check out all the ways to increase the visibility of your company and brand at the Annual Meeting, and beyond throughout the year.

We look forward to partnering with you!

All the best,

Sara Hendrix

2020-2021 SCAND President

Lindsay Shazly

2020-2021 SCAND Sponsorship Chair

Adrienne Graham

SCAND Executive Director

Annual Meeting Sponsorship Packages

As a sponsor of our virtual SCAND Annual Meeting, your organization gains statewide exposure while expressing support of the activities of SCAND to positively impact the health and well-being of South Carolinians through food and nutrition. The Annual Meeting provides you with the unique opportunity to engage with SCAND members and enhance the content and quality of learning opportunities that the Annual Meeting provides our SCAND Members. **These packages also offer year-round promotional opportunities.**

Premiere (One per year) Valued at \$9,650

Package Cost \$4,000

Annual Meeting

Be the exclusive sponsor of the 2021 SCAND Awards Session and give a five minute presentation (or provide a five minute video) highlighting your organization's products and services during the awards	\$2,500
Keynote Session with branded slides and personalized introduction	\$1,000 plus cost of speaker
Virtual Zoom Room at the Annual Meeting	\$800
Two Annual Meeting Registrations for Full Meeting	\$200
Full Page Color Ad In Annual Meeting Program (mailed to attendee's home prior to meeting)	\$300
Product Placement (your product/ad mailed to attendee's homes post meeting - must be received by March 26th)	\$300
Inclusion in Closing Credits in Annual Meeting	\$250

Education / Events

Webinar Sponsorship (your choice to provide the speaker or be matched with one of our speakers on a date TBD)	\$500
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Communications

SCAND Website	\$750
Quarterly Newsletters - full page ad in four editions	\$1,200
Facebook Ad - quarterly + 3 postings prior to the Annual Meeting	\$1,750
Career Center Posting (unlimited)	\$100+

Annual Meeting Sponsorship Packages

Gold (Two per year) Valued at \$7,800

Package Cost \$2,000

Annual Meeting

Give a two minute presentation (or provide a two minute video) highlighting your organization's products and services between speakers	\$1500
Educational Session with branded slides and personalized introduction	\$800 plus cost of speaker
Virtual Zoom Room at the Annual Meeting	\$800
Two Annual Meeting Registrations for Full Meeting	\$200
Full Page Color Ad In Annual Meeting Program (mailed to attendee's home prior to meeting)	\$300
Product Placement (your product/ad mailed to attendee's homes post meeting - must be received by March 26th)	\$300
Inclusion in Closing Credits at the Annual Meeting	\$250

Education / Events

Webinar Sponsorship (your choice to provide the speaker or be matched with one of our speakers on a date TBD)	\$500
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Communications

SCAND Website	\$750
Quarterly Newsletters - half page in four editions	\$800
Facebook Ad - quarterly + 2 postings prior to the Annual Meeting	\$1,500
Career Center Posting (unlimited)	\$100+

Silver (Four per year) Valued at \$5,450

Package Cost \$1000

Annual Meeting

Pop Up Banner at the Annual Meeting	\$1000
Virtual Zoom Room at the Annual Meeting	\$800
One Annual Meeting Registration for Full Meeting	\$100
Half- Page Color Ad in Annual Meeting Program (mailed to attendee's home prior to meeting)	\$200
Product Placement (your product/ad mailed to attendee's homes post meeting - must be received by March 26th)	\$300
Inclusion in Closing Credits at the Annual Meeting	\$250

Communications

SCAND Website	\$750
Quarterly Newsletters - half-page in four editions	\$600
Facebook Ad - quarterly + 1 postings prior to the Annual Meeting	\$1,250
Career Center Posting (two per year)	\$200

Annual Meeting Sponsorship Packages

Bronze (unlimited) Valued at \$2,700

Package Cost \$600

Annual Meeting

Virtual Zoom Room at the Annual Meeting \$800

One Annual Meeting Registration for Full Meeting \$100

Color Logo in the Annual Meeting Program (mailed to attendee's home prior to the meeting) \$100

Product Placement (your product/ad mailed to attendee's homes post meeting - must be received by March 26th) \$300

Communications

SCAND Website \$750

Quarterly Newsletters - logo in four editions \$300

Facebook Ad \$250

Career Center Posting \$100

Non-Profit (unlimited) Valued at \$2,700

Package Cost \$300

Annual Meeting

Virtual Zoom Room at the Annual Meeting \$800

One Annual Meeting Registration for Full Meeting \$100

Color Logo in the Annual Meeting Program (mailed to attendee's home prior to the meeting) \$100

Product Placement (your product/ad mailed to attendee's homes post meeting - must be received by March 26th) \$300

Communications

SCAND Website \$750

Quarterly Newsletters - logo in four editions \$300

Facebook Ad \$250

Career Center Posting \$100

Annual Meeting Sponsorship Opportunities

A La Carte

The opportunities listed below do not offer any other benefits of the meeting. For high value, package offerings please refer to the Sponsorship Packages on the previous pages.

We are also accepting items for our online silent auction/raffle! 100% of proceeds benefit the Academy of Nutrition and Dietetics and Amy Joye Foundations. Sponsors of online auction items will be acknowledged on our online auction page.

Item	Price
Product Placement (your product/ad mailed to attendee's homes post meeting - must be received by March 26th)	\$300
Sponsored Wear and Share—brand a wearable item and we will send to attendee's home to "wear and share" on social media during the Annual Meeting	\$500
VIP Pre or Post Event (Cooking class? Live-product demo? We look forward to hearing your creative ideas!)	\$1500
Pop Up Banner during the Annual Meeting	\$500
Additional Annual Meeting Registration for Package Sponsors	\$80
Color Logo in the Annual Meeting Program (mailed to attendee's home prior to meeting)	\$100
Half- Page Color Ad in Annual Meeting Program (mailed to attendee's home prior to meeting)	\$200
Full Page Color Ad In Annual Meeting Program (mailed to attendee's home prior to meeting)	\$300

Questions?

Or have your own idea to partner with SCAND? We will work with you to find the best option for your organization.

Please contact: Lindsay Shazly
Sponsorship Chair
lindsayshazly@outlook.com

Adrienne Graham
Executive Director
eatrightsc@capconsc.com

Year-round Sponsorship Opportunities

A La Carte

The opportunities listed below do not offer any other benefits. For high value, package offerings that include access to our Annual Meeting, please refer to the Sponsorship Packages on the previous pages.

SCAND Policy Day (March): \$1000

This includes your logo as sponsor of the event on the website and communications and five minutes to introduce your organization at the event.

Webinar: \$500

Your organization may sponsor a webinar organized by SCAND or we will promote a webinar organized by your company or partners.

SCAND Website (logo and link):

Your logo with a hyperlink will rotate on all pages and will be featured on the home page.

One month	\$150
Six months	\$500
One year	\$750

Quarterly Newsletter

This electronic newsletter, *The Palmetto Leaf*, is sent to all SCAND members quarterly and is archived in a members-only section of the website. It highlights member accomplishments, district and state events, professional interest, and select sponsors. You provide camera ready ad. Cost per newsletter:

Full Page	\$300
Half Page	\$200
Quarter Page	\$150
Logo	\$100

Facebook Posting \$250

You provide content and graphic(s).

Dedicated E-blast \$500

SCAND will send an e-blast to all members with your company's logo and organizational message. This may be sent on a day of your choosing in most cases. Please limit the ad to 500 words. Images and hyperlinks may be included. SCAND's Executive Board has final approval of content.

Career Center Posting \$100

Cost is per post on the website. Each career center post is also emailed to all members.

2020-2021 SCAND SPONSORSHIP AGREEMENT

Please complete and sign this agreement. Final deadline to be included as an sponsor / exhibitor at the 2021 Annual Meeting is March 19, 2021.

PLEASE circle your sponsorship level:

Premiere	Gold	Silver	Bronze	Nonprofit
\$4000	\$2000	\$1000	\$600	\$300

A La Carte

- ☐ Annual Meeting Product Placement, \$300
- ☐ Sponsored Wear and Share, \$500
- ☐ VIP Pre or Post Event, \$1500
- ☐ Pop Up Banner, \$500
- ☐ Additional Annual Meeting Registrations, \$80 each
- ☐ Ad in Annual Meeting Program, Full - \$300, Half - \$200, Logo - \$100
- ☐ SCAND Policy Day, \$1000
- ☐ Webinar, \$500
- ☐ SCAND Website, One Month - \$150, Six months - \$500, One year - \$750
- ☐ Quarterly Newsletter, Full Page - \$300, 1/2 Page - \$200, 1/4 Page - \$150, Logo - \$100
- ☐ Facebook Posting, \$250
- ☐ Dedicated E-blast, \$500
- ☐ Career Center Posting, \$100

Organization: _____

Contact Name/Title: _____

Email: _____

Phone: _____

Address: _____

Name/Email of person (s) attending Annual Meeting:

2020-2021 SCAND SPONSORSHIP AGREEMENT

(CONTINUED)

Organization:

Website (include brief summary for our website if applicable):

This form may be completed online payable with a credit card. The prices shown on the online payment form include the 3% credit card convenience fee. [Click here to access the Sponsorship Form online.](#)

SCAND RULES AND REGULATIONS

GOVERNING 2021 VIRTUAL ANNUAL MEETING EXHIBITORS

April 16, 2021

All materials for exhibits should be submitted to SCAND by March 26, 2021. SCAND will compile materials into a virtual exhibit hall webpage. You will have the opportunity to review the page in advance of the Annual Meeting. Materials for the exhibit may include documents, images, links to videos, and your own chat room links. The virtual exhibit hall will remain online for six months after the Annual Meeting and the link will be shared with all members.

Virtual Booth Assignment, i.e., placement on the exhibit hall webpage, gives priority to Premiere, Gold and Silver sponsors.

Listing in the Program: To be listed in the official Annual Meeting program, exhibitors must be registered before **March 19th, 2021**.

Nature of Contractual Agreement: The provisions set forth in this document shall be binding upon exhibitors who make application, pay fees and are assigned space. No refunds will be issued after March 1, 2021.



Credit Card Authorization Form

Date: _____

Name: _____

Organization Name: _____

E-mail address (for receipt): _____

Purpose of Purchase: _____

Credit card Information Visa MasterCard Discover American Express

Amount to charge: _____

Card Number: _____

Expiration Date: _____

Security Code: _____

Name of the card holder: _____

Billing address: _____

Billing Zip code: _____

Signature: _____

A 3% CC convenience fee will be added to all transactions.

Send credit card payment form to:

SCAND

P. O. Box 1763

Columbia, SC 29202

Tel: (803) 255-7223

Fax: (803) 252-0589

eatrightsc@capconsc.com