



**iowa** academy  
OF NUTRITION & DIETETICS

**eatrightiowa.org**

**eat right.** an affiliate of the  
Academy of Nutrition and Dietetics

**2024  
&  
2025**

# Partnerships

The Iowa Academy upholds the Academy's stance on partnerships and the scientific foundation of the Registered Dietitian profession. The Iowa Academy Board and Council reviews and selects partners to assure they meet the mission and vision of the organization. To provide transparency, the Iowa Academy shares blogs, social media and logos from approved partners on the website. Corporate partnerships enable the Iowa Academy to reach a wider audience, while building awareness of the Registered Dietitian profession.

# Partnership Opportunities & Fees



## STANDARD 12 MONTHS AGREEMENT = \$1000

LOGO AND LINK ON WEBSITE

LOGO AND LINK IN MONTHLY NEWSLETTER

LOGO AND LINK IN ANNUAL MEETING PROMOTIONS

6 = BLOG, NEWSLETTER & SOCIAL MEDIA SPONSORED SUBMISSIONS

1 = DIRECT EMAIL PROMOTION TO MEMBERSHIP

## ANNUAL MEETING & CONFERENCE ONLY = \$1000

EXHIBIT TABLE AT IOWA ACADEMY ANNUAL MEETING

LOGO AND LINK IN ANNUAL MEETING PROMOTIONS

SWAG BAG ITEM PLACEMENT

BUSINESS SPECIFIC PROMOTIONAL INFO SENT TO MEETING ATTENDIES

POST MEETING

## STANDARD 12 MONTHS AGREEMENT

+ ANNUAL MEETING & CONFERENCE = \$2000

## PREMIUM 12 MONTHS AGREEMENT

+ ANNUAL MEETING & CONFERENCE = \$3000

LOGO AND LINK ON WEBSITE

LOGO AND LINK IN MONTHLY NEWSLETTER

LOGO AND LINK IN ANNUAL MEETING PROMOTIONS

6 = BLOG, NEWSLETTER & SOCIAL MEDIA SPONSORED SUBMISSIONS

1 = DIRECT EMAIL PROMOTION TO MEMBERSHIP

EXHIBIT TABLE AT IOWA ACADEMY ANNUAL MEETING

LOGO AND LINK IN ANNUAL MEETING PROMOTIONS

SWAG BAG ITEM PLACEMENT

BUSINESS SPECIFIC PROMOTIONAL INFO SENT TO MEETING ATTENDIES

POST MEETING

SPONSOR FOR 1 AWARD GIVEN OUT AT ANNUAL MEETING

SPONSOR FOR 1 PRESENTATION AT ANNUAL MEETING

1 = WEBINAR OPPORTUNITY

1 = 60-120 SEC PROMO VIDEO

1 = PODCAST EXCLUSIVE INTERVIEW EPISODE

6 = PODCAST EPISODE 30 SEC PARTNER PROMO SPOTS

## ABOUT US

The Iowa Academy of Nutrition and Dietetics, an affiliate of the Academy of Nutrition and Dietetics, is a not-for-profit professional organization of over 600 members including registered dietitians, dietetic technicians, and dietetic students. We promote and enhance our profession through various activities and help to improve the lives of Iowa citizens through evidence-based practices.

## Vision

Academy of Nutrition and Dietetics – A world where all people thrive through the transformative power of food and nutrition  
Iowa Academy of Nutrition and Dietetics – Optimize the health of Iowans through food and nutrition.

## Mission

Academy of Nutrition and Dietetics – Accelerate improvements in global health and well-being through food and nutrition  
Iowa Academy of Nutrition and Dietetics – Empower members to be Iowa's food and nutrition advocates

## Values

### • Member Focus

Meet the needs and exceed the expectations of all Members

### • Integrity

Act ethically with accountability utilizing research-based practice

for life-long learning and commitment to excellence

### • Innovation

Embrace change with creativity and strategic thinking

### • Social Responsibility

Make decisions with consideration for inclusivity as well as environmental, economic and social implications

## STRATEGIC GOALS

### Wellbeing & Prevention

- Increase equitable access to food, nutrition, and other lifestyle-related services
- Promote healthful eating and physical activity to improve population health and wellness at all stages of life

### Nutrition Care & Health Systems

- Achieve access and utilization of nutrition services, particularly medical nutrition therapy, as pillars of health equity
- Identify and treat all forms of malnutrition
- Demonstrate the impact of access to health equity and effectiveness of nutrition and dietetics care

### Position registered dietitians and dietetic technicians as key players on the interdisciplinary team

### Nutrition Security & Food Safety

- Advocate for equitable access to safe and nutritious food and water
- Advance sustainable nutrition and resilient food systems

### Diversity & Inclusion

- Establish infrastructure and resources to achieve optimal and sustainable Inclusion, Diversity, Equity, and Access outcomes
- Increase recruitment, retention and completion of nutrition and dietetics education and leadership at all levels for underrepresented groups
- Cultivate organizational and professional values of equity, respect, civility, and anti-discrimination
- Advance food and nutrition research, policy, and practice through a holistic IDEA lens



[www.eatrightiowa.com](http://www.eatrightiowa.com)



[eatrightiowa@gmail.com](mailto:eatrightiowa@gmail.com)



[www.instagram.com/eatrightiowa/](https://www.instagram.com/eatrightiowa/)



[www.facebook.com/iowaand/](https://www.facebook.com/iowaand/)

## Partnership Objectives

To advance the Iowa Academy's mission and vision, the partnership program allows for purposeful collaboration with food and nutrition organizations. Through structured, directed relationships the objectives of the Iowa Academy's partnerships program are:

To work with industry to build awareness of the Iowa Academy and its members.

To deliver nutrition messages to a wider consumer audience than the Iowa Academy could reach using its own resources.

To share science-based information, new research and industry trends in food and nutrition with members.

To provide the Iowa Academy with science-based educational tools and materials that are useful to members in their professional work with the public.

## Guidelines Procedures

1. Potential Partner submits completed application
2. A review committee evaluates the application using listed requirements
3. The Iowa Academy and potential partner will discuss the application and address questions and concerns
4. The Iowa Academy will or will not approve request and share decision

## Requirements for Acceptance

**Alignment** – Materials and content fit the Academy and the Iowa Academy of Nutrition and Dietetics' Mission, Vision, Values, and Strategic Goals.

**Scientific accuracy** – All materials, presentations and information shared with members are scientifically accurate and internally reviewed for adherence with the Iowa Academy's policies as well as audience appropriateness. This review is conducted by the leadership team of the Iowa Academy, including the current partnership and/or marketing chair.

**Transparency** – Relevant facts and important information are presented to prevent an unbalanced view of a controversial issue in which the partner has a stake. Conflicts of interest are identified and discussed.

**Non-endorsement** – Potential partners agree that the Iowa Academy does not endorse any particular brand or company product and any partner messaging or communication will not suggest otherwise.

**Non-influence** – Partner's acknowledge that the Iowa Academy's programs, leadership, decisions, policies, and positions are not influenced by partners. The Iowa Academy's procedures and formal agreements with external organizations are designed to prevent any undue corporate influence.

**Clear separation** – Iowa Academy messages and content are clearly separated from brand information or promotion.

**Editorial control** – Partners agree that the Iowa Academy has full editorial control of all content in materials bearing the Iowa Academy name.

**Marketing Statements** – Partners agree to marketing statements "This is a paid advertisement, not an endorsement, for the Iowa Academy. The content may not necessarily reflect the vision, mission and values of the Iowa Academy."

## Guiding Principles for Partners

**Alignment** – Adherence and commitment to the Iowa Academy's mission, vision, and policies. Each partner's objectives reflect the commitment and are aligned with the Academy's strategic goals.

**Scientific accuracy** – All sponsor materials, presentations and information shared with members are reviewed by leadership team for scientific accuracy, adherence with the Iowa Academy's policies, and for audience appropriateness.

**Non-endorsement** – The Iowa Academy does not endorse any brand, company product or service.

**Non-influence** – The Iowa Academy's programs, leadership, decisions, policies and positions are not influenced by partners. The procedures and formal agreements with external organizations are designed to prevent any undue corporate influence.

## Conflict of Interest

The Iowa Academy is mindful of the need to avoid the perception of conflict of interest and to act at all times in ways that will only enhance the credibility and professional recognition of the Iowa Academy and its members. The following abbreviated marketing statements will appear with the logos of the approved Iowa Academy corporate sponsors:

This is a paid advertisement, not an endorsement, for the Iowa Academy.

The content may not necessarily reflect the vision, mission and values of the Iowa Academy.

