



eat right. Academy of Nutrition and Dietetics

FNCE[®] 2025

Food & Nutrition Conference & Expo[®]

Nashville, TN | October 11-14

FNCE[®] 2025 Sponsorship and Branding Prospectus

FEED YOUR PASSION



FOOD & NUTRITION CONFERENCE & EXPO®

Each fall, the Academy of Nutrition and Dietetics sponsors the world's largest meeting of food and nutrition experts — RDNs, NDTRs, researchers, policymakers, health care providers and industry leaders attend FNCE® to address key issues affecting the health of all Americans. World-renowned nutrition and health experts explore the latest advances in medical nutrition therapy, health care technology, nutrition services access and opportunity, and much more.

Whether you're seeking high-visibility name recognition, innovative ways to drive booth traffic, or opportunities to align your brand with key conference content and events, we offer a variety of sponsorship options to meet your goals. Engage with attendees, showcase your products, and create lasting impressions — our sponsorship packages are designed to boost your presence, spark meaningful conversations, and ensure your company stands out.

- » **Don't miss the chance** to elevate your presence beyond your booth and connect with food and nutrition experts and decision-makers.



“This was our first FNCE®, and we are already looking forward to next year (with a much bigger booth)! It was really special to engage with Registered Dietitian Nutritionists and Academy leaders first-hand.”

– 2024 FNCE® sponsor

Attending the Expo

is consistently rated as one of the top reasons for attending FNCE®

eat right Academy of Nutrition and Dietetics

FNCE® 2025

Food & Nutrition Conference & Expo®

Nashville, TN | October 11-14

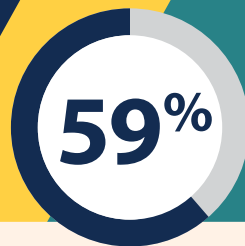
Sources: FNCE® 2024 Attendee Survey and FNCE® 2024 Attendee Data



of FNCE® attendees visited the Expo in 2024 to **learn about new products and services**



of FNCE® attendees spent **2-10 hours in the Expo Hall**



of FNCE® attendees compare products and services **before recommending** them



of FNCE® attendees compare products and services **before purchasing** them

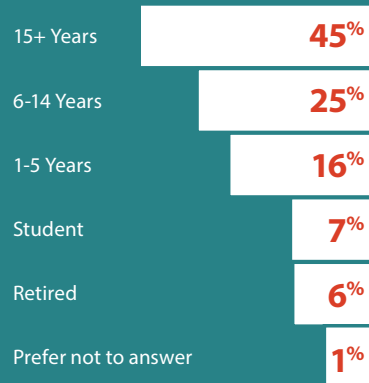
Buying Power

62% of attendees are **recommenders/final decision makers** for product purchases

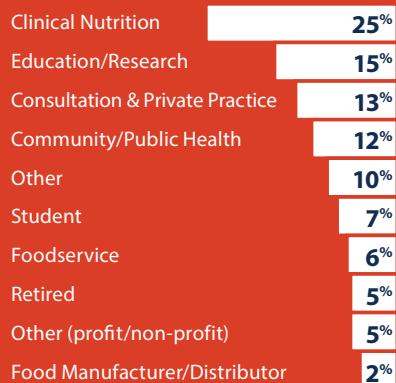
6,161 Nutrition and Dietetics professionals attended the **Food & Nutrition Conference & Expo®** in 2024, representing 31 countries, 50 states, District of Columbia and Puerto Rico.

FEED YOUR PASSION

Years in Practice



Primary Area of Employment



What Attendees Valued: Top 5



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All sponsorships and advertisements are reserved for FNCE® 2025 exhibitors.

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Signature Sponsor Package: \$25,000

The FNCE® Signature Sponsor package provides premium benefits tailored to enhance your engagement with attendees before, during, and after the conference. This top-tier package includes an Expo Hall Theater event and MUCH MORE!

» [MORE DETAILS](#)



Expo Briefing Sponsor \$10,000 - \$15,000

Share your latest research, emerging trends, and science-based insights with FNCE® attendees eager to gain valuable knowledge and practical applications they can share with their clients and patients.

» [MORE DETAILS](#)

Wellness Activity Sponsor \$10,000

Offer FNCE® attendees the opportunity to relax and stretch or revitalize with energizing exercises, right in the heart of the Expo Hall!

» [MORE DETAILS](#)

Tea Talk Sponsor \$5,000

NEW THIS YEAR! Spill the Tea with attendees as you chat about any range of wellness topics.

» [MORE DETAILS](#)

Culinary Sponsor \$10,000 - \$15,000

Engage FNCE® attendees by creating a culinary experience they won't forget! Share new recipes, products, demonstrate cooking techniques, provide nutrition tips, trends and practical applications.

» [MORE DETAILS](#)

New Product Preview Sponsor \$5,000

NEW THIS YEAR! Spotlight your latest product or service (launched within the past 12 months) to FNCE® attendees through a brief presentation, product demo, or taste test.

» [MORE DETAILS](#)

Event Sponsors \$7,500 - \$30,000

First-Time Attendee Reception

» [MORE DETAILS](#)

NEW THIS YEAR! Breakfast Hub

» [MORE DETAILS](#)

Academy Spokesperson Briefing

» [MORE DETAILS](#)

Please note that sponsorships DO NOT include: Speaker travel arrangements and reimbursements; Speaker registrations for FNCE® 2025. All speakers need to register for FNCE® and have a badge to access the Expo Hall; Speaker honorarium

SIGNATURE SPONSOR PACKAGE

\$25,000

The FNCE® Signature Sponsor* package provides premium benefits tailored to enhance your engagement with attendees before, during, and after the conference.

» **Choose one (1) 30-minute** Expo Hall event: Expo Briefing, Culinary Demo, or Wellness Activity**

FNCE® Expo Hall stages:

- **Expo Learning Theater** – Seating for 100. The Expo Briefing allows sponsors to share new research, emerging trends and the latest information on a variety of science-based topics with FNCE® attendees eager to gain valuable knowledge and practical applications they can share with their clients and patients.
- **Expo Culinary + Product Pavilion** – Seating for 100. Engage FNCE® attendees by creating a culinary experience they won't forget! Share new recipes and products, demonstrate cooking techniques, and provide nutrition tips, trends and practical applications.
- **Expo Wellness Studio** – Seating for 60. Offer FNCE® attendees the opportunity to relax and stretch or revitalize with energizing exercises, right in the heart of the Expo Hall!

» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org

* Limited to 6 sponsors

** Unopposed timeslots are limited and booked on a first come first serve basis

***Sponsor responsible for sampling arrangements with the Convention Center and all associated costs

Additional Sponsorship Benefits

- Opportunity to distribute pre-approved handouts and/or sample during Expo Hall Event***
- FNCE® Digital Event Bag – standard advertising placement
- Pre-and post-FNCE® Attendee email
- Inclusion in the FNCE® Product Showcase
- Logo on Music City Convention Center Digital Display
- Logo on FNCE® Mobile App floorplan
- Briefing promotion and sponsor recognition
- Two attendee full conference badges
- Two tickets to the Attendee Welcome Party

EXPO BRIEFING SPONSOR PACKAGE \$10,000 - \$15,000

Share your latest research, emerging trends, and science-based insights with FNCE® attendees eager to gain valuable knowledge and practical applications they can share with their clients and patients.

» Location: Expo Learning Theater

\$15,000 sponsor package; 30-minute briefing

- Scheduled during unopposed Expo hours on Sunday and Monday (*timeslots are limited and booked on a first-come, first-served basis*)
- Seating for 100
- Opportunity to distribute pre-approved handouts
- FNCE® Digital Event Bag – standard advertising placement
- Pre or post-FNCE® Attendee email
- Briefing promotion and sponsor recognition
- One attendee full conference badge

\$10,000 sponsor package; 30-minute briefing

- Scheduled on Sunday afternoon, Monday morning or afternoon (*booked on a first-come, first-served basis*)
- Seating for 100
- Opportunity to distribute pre-approved handouts
- FNCE® Digital Event Bag – standard advertising placement
- Briefing promotion and sponsor recognition

» To Learn More:

Contact the corporate relations team at corporaterelations@eatright.org



CULINARY SPONSOR PACKAGE

\$10,000 - \$15,000

Engage FNCE® attendees by creating a culinary experience they won't forget! Share new recipes and products, demonstrate cooking techniques, and provide nutrition tips, trends and practical applications.

» Location: Expo Culinary & Product Pavilion

\$15,000 sponsor package; 30-minute demo

- Scheduled during unopposed Expo hours on Sunday and Monday *(timeslots are limited, booked on a first-come, first-served basis)*
- Seating for 100
- Opportunity to distribute pre-approved handouts
- Opportunity to sample*
- FNCE® Digital Event Bag – standard advertising placement
- Inclusion in the FNCE® Product Showcase
- Culinary demo promotion and sponsor recognition
- One attendee full conference badge

\$10,000 sponsor package; 30-minute demo

- Scheduled on Sunday or Monday afternoon *(booked on a first-come, first-served basis)*
- Seating for 100
- Opportunity to distribute pre-approved handouts
- Opportunity to sample*
- FNCE® Digital Event Bag – standard advertising placement
- Culinary demo promotion and sponsor recognition

Add on for a 20% discount – FNCE® Product Showcase

*Sponsor responsible for sampling arrangements with the Convention Center and all associated costs

» To Learn More:

Contact the corporate relations team at corporaterelations@eatright.org



WELLNESS ACTIVITY SPONSOR PACKAGE \$10,000

Offer FNCE® attendees the opportunity to relax and stretch or revitalize with energizing exercises, right in the heart of the Expo Hall!

» **Location: Expo Wellness Studio**

Host a wellness/fitness activity (*Yoga, Stretching, Resistance bands, etc.*)

- Space for 60 mats/participants
- Recommend 20-minute format; up to four sessions
 - Sponsor provides instructor and covers all expenses including travel, lodging, conference registration and wellness activity materials (i.e. yoga mat, resistance bands)
- Opportunity to sample and distribute pre-approved handouts*
- FNCE® Digital Event Bag – standard advertising placement

» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org

*Sponsor responsible for sampling arrangements with the Convention Center and all associated costs



PRODUCT PREVIEW SPONSOR PACKAGE \$5,000

NEW THIS YEAR! Spotlight your latest product or service* to FNCE® attendees through a brief presentation, product demo, or taste testing.

» **Location: Expo Culinary & Product Pavilion**

New Product Preview: Monday, October 13 ~ 9:30-11:30 a.m.

- 15-minute presentation or demo to share new product and services
- Seating for 100
- Opportunity to distribute pre-approved handouts
- Opportunity to sample**
- Product Preview promotion and sponsor recognition

Add on for a 20% discount:

- FNCE® Digital Event Bag – standard advertising placement
- FNCE® Product Showcase

» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org

*Must be new to market within 12 months of FNCE® dates

**Sponsor responsible for sampling arrangements with the Convention Center and all associated costs



TEA TALK SPONSOR PACKAGE

\$5,000

NEW THIS YEAR! Take the opportunity to Spill the Tea with attendees as you chat about any range of wellness topics.

» **Location: Expo Wellness Studio**

- 15-minute talk
- Seating for 60+
- Opportunity to distribute pre-approved handouts
- Opportunity to sample*
- Tea Talk promotion and sponsor recognition

Add on for a 20% discount:

- FNCE® Digital Event Bag – standard advertising placement
- FNCE® Product Showcase

» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org

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EVENT SPONSOR: FIRST-TIME ATTENDEE RECEPTION \$7,500

Extend a warm welcome and make a significant impression on first-time FNCE® attendees! This reception offers newcomers a place to network, enjoy refreshments, make plans, and feel more connected. In 2024, there were more than 1,660 first-time attendees. Showcase your commitment to supporting newcomers while elevating your brand awareness in a relaxed environment.

- » **Date:** Saturday October 11, 2025, mid-afternoon prior to Opening Session
- » **Location:** Music City Convention Center
- » **Exclusive to three exhibitors**

- Welcome remarks (2 minutes)
- Welcome table and opportunity to distribute swag bags, giveaways and samples
- Four invitations to reception
- Opportunity to incorporate product into the reception menu*
- Recognition touchpoints in numerous FNCE® communications

» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org

*Sponsor responsible for sampling arrangements with the Convention Center and all associated costs



EVENT SPONSOR: BREAKFAST HUB \$7,500 - \$30,000

NEW THIS YEAR! Rise and Shine – be a welcomed first encounter for attendees by sponsoring the FNCE® Breakfast Hub. This sponsorship offers sponsors a high-traffic, relaxed environment to connect with attendees by providing breakfast items to fuel them for a full day of learning. With visibility before the Expo Hall opens, it creates a lasting impression on attendees who will appreciate the complimentary energy boost to start their day.

- » **Date: Sunday and Monday morning, 7:30 – 8:30 a.m.**
- » **Location: Dedicated space outside the Convention Center Expo Hall**
- Opportunity to distribute swag bags, resources
- Sponsor to provide breakfast items and all associated items (cups, spoons, bowls, napkins) and staffing for Hub
- Recognition touchpoints in numerous FNCE® communications

Pricing

- \$7,500 for one day
- \$12,000 for both days
- \$30,000 buyout (title sponsorship)

» To Learn More:

Contact the corporate relations team at corporaterelations@eatright.org



EVENT SPONSOR: ACADEMY SPOKESPERSON BRIEFING \$15,000

WHO ARE the Academy's Spokespeople?

The Academy's network of national Academy Spokespeople serve as the media's trusted source for accurate, timely and science-based food and nutrition information. All are registered dietitian nutritionists and are among the Academy's most visible and accomplished members. They are the news media's best resource for expert commentary, story ideas and background on the full range of food and nutrition topics. Academy Spokespeople excel in translating nutrition science into information consumers can easily understand.

IMPACT:
Academy
Spokespeople

» Reached approximately
32.4 Billion
INTERNATIONAL
AUDIENCE

Between June 1, 2023, and May 31, 2024.

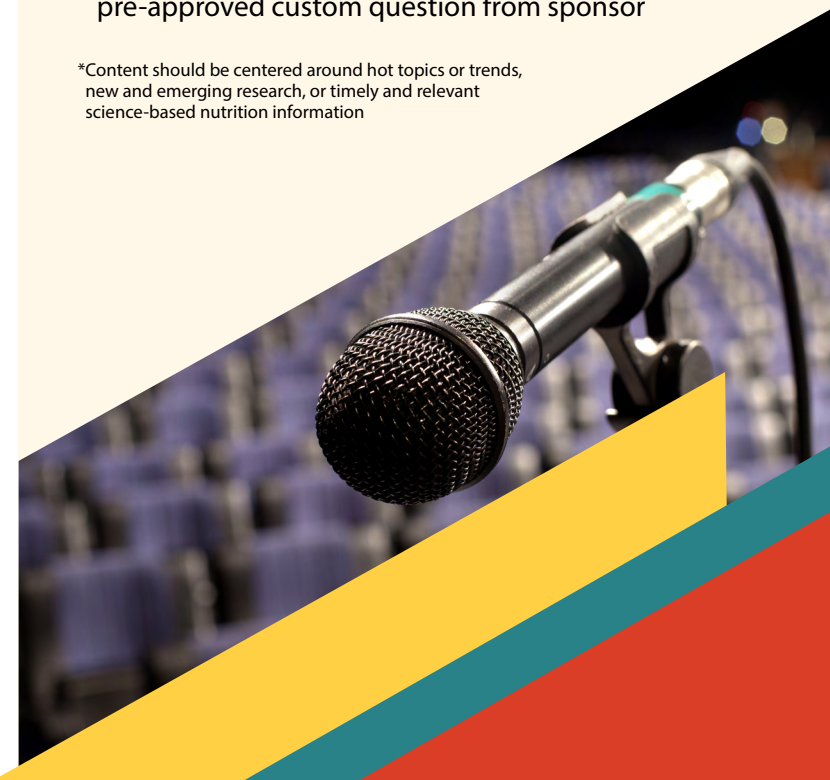
» Generated over
4,200
MEDIA
MENTIONS

» Two Sponsorship Packages Available

- One-hour briefing: 45-minute science-based, non-commercial presentation* plus 15 minutes Q&A
- Scheduled on Saturday, October 11, 2025
- Pre-briefing survey including five sponsor questions (results for internal use only)
- Pre-approved sponsor resources sent electronically to attendees or distributed onsite
- Attendee briefing evaluation including one pre-approved custom question from sponsor

*Content should be centered around hot topics or trends, new and emerging research, or timely and relevant science-based nutrition information

» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org





FNCE® Focus

Attendees look for the FNCE® Focus email each morning of the conference to plan their visits to the Expo Hall! Make sure your booth is featured on their must-see list. And extend your message with an advertisement in the post-FNCE® Focus recap edition.

» [MORE DETAILS](#)

FNCE® Digital Event Bag

Attendees eagerly anticipate the highly popular FNCE® Digital Event Bag each year! It is the perfect, affordable tool to build a network of RDNs and drive traffic to your booth by promoting booth activities, giveaways, toolkits and more! Your advertisement is sent (3) times to all FNCE® attendees before, during and after the conference.

» [MORE DETAILS](#)

FNCE® Product Showcase

Shine a spotlight on your products and services and stand above the competition in the FNCE® Product Showcase.

» [MORE DETAILS](#)

FNCE® FOCUS

\$1,250 - \$1,500

Take advantage of this exclusive opportunity to differentiate yourself from other exhibitors. FNCE® Focus is a direct way to advertise your booth promotions, resources and activities during the conference to all attendees. Extend your message with an advertisement in the post-FNCE® Focus recap.

Banner Ad – \$1,500

- One booked per issue
- 570 pixels x 70 pixels
- May include company logo, short description and link to company website

Sample: Banner Ad



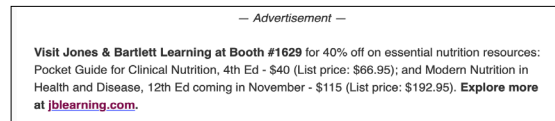
Featured Ad – \$1,500

- Two booked per issue
- Ad image: 180 pixels x 150 pixels
- Headline: 50 characters
- Copy: 350 characters max, excluding spaces
- Link to company website

Sample: Featured Ad



Sample: Standard Ad



» Five Issues:

**Saturday, October 11 | Sunday, October 12
Monday, October 13 | Tuesday, October 14
Friday October 24 (Post-FNCE® recap)**

» FNCE® FOCUS

**+52% AVERAGE
OPEN RATE**

» To Learn More:

Contact the corporate relations team at corporaterelations@eatright.org

FNCE® DIGITAL EVENT BAG

\$1,250 - \$2,000

Promote your company, brand, research, products and services to FNCE® attendees before, during and after the conference through the FNCE® Digital Event Bag! This virtual promotion allows you to directly reach the entire FNCE® audience.

Customize your messaging and direct access links to maximize your FNCE® influence with attendees and drive traffic to your booth — a perfect opportunity to promote any giveaways, coupons, booth activities, toolkits, new product initiatives and more!

- Bag link sent directly to all FNCE® attendees three (3) times
- First send pre-FNCE® previewing exhibitors and events; second send timed immediately ahead of Expo opening on Sunday; third send on close of Expo on Tuesday
- Overall bag metrics, plus individual placement interactions

Featured Placement *(Maximum of six)* – **\$2,000**

- Top placements in bag

Standard Placement – **\$1,250**

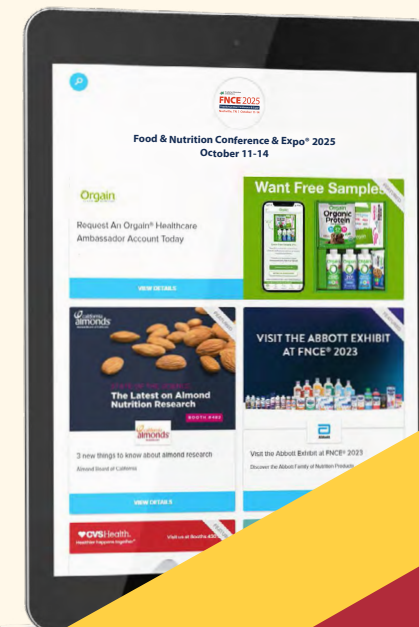
- Positioned under Featured Placements

» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org

» 2023-2024 Digital Event Bag

+44% AVERAGE ATTENDEE
VISIT RATE

+33% AVERAGE
ENGAGEMENT
RATE



PRODUCT SHOWCASE

\$1,500 (For One Product)

Shine a spotlight on your products and services and stand above the competition in the FNCE® Product Showcase.

Sponsorship Benefits

- Listing on FNCE® website
- Listing on FNCE® mobile app
- Dedicated space in an onsite display case in a high-traffic area outside the Expo Hall



» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org



Hotel Room Drops

Promote your company, brand, research or products to FNCE® attendees.

» [MORE DETAILS](#)

Hotel Key Cards

Repeat exposure opportunity to put your advertisement, QR code and/or logo into the hands of every attendee staying at the headquarter hotel.

» [MORE DETAILS](#)

Branded Water Bottles - **SOLD**

Highly visible opportunity to put your brand logo on 7,500 FNCE® 2025 water bottles.

» [MORE DETAILS](#)

Convention Center Digital Signage

Exhibit Hall A 90" Monitor; Exhibit Hall B Corner Wrap LED; Level 2 LED Wall; Exhibit Hall B Dormer.

» [MORE DETAILS](#)

FNCE® Mobile App Expo Banner Ad

Gain valuable exposure on the FNCE® mobile app! Your banner ad will rotate at the top of the Expo page.

» [MORE DETAIL](#)

ROOM DROPS HEADQUARTER HOTEL

\$7,500

Gain a competitive advantage by having your educational resources, non-perishable products or premium items delivered directly to ~700 FNCE® attendee rooms on (2) peak days of the conference. Attendees will have time to focus on your product in the quiet comfort of their hotel room. **ONLY MONDAY IS AVAILABLE**

- If more than one item is to be delivered, all items must be collated and bagged prior to delivery.
- Recognition touchpoints in numerous FNCE® communications.
- Sponsor to cover all handling costs directly with hotel.

» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org



HOTEL KEY CARDS HEADQUARTER HOTEL \$10,000

Place your Company/Brand information and booth # directly into the hands of attendees staying at the Headquarter Hotel. Enjoy the repeat exposure this unique opportunity brings!

- Estimate 700 rooms/1,400 key cards.
- Flexibility to add a QR code. This is an excellent opportunity to include additional sponsor information. The recommended minimum size is 0.75" square for the QR code, with 0.25" clearance space around it, for a total of 1" square.
- Opportunity to brand both sides of the key: 3.125" x 1.875" front and back.

» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org



BRANDED WATER BOTTLE

\$15,000

Highly visible opportunity to put your brand logo on 500 FNCE® 2025 water bottles.

» Exclusive to One Exhibitor

- Recognition signage at hydration stations
- Option to add a bubbler to your booth to refresh attendee water bottles
- Standard placement in FNCE Digital Event Bag

SOLD

» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org



MUSIC CITY CONVENTION LEVEL 2 LED WALL AND EXHIBIT HALL B DORMER

\$2,500 – \$9,000

Hall B LED Wall – \$9,000

Put your brand at the center of attention by advertising on this 62-foot, dynamic wall, as attendees enter the Expo. A still image and/or video can be displayed. Side A dimensions: 62'W x 10'H. Side B dimensions: 6'W x 10'H.



Exhibit Hall B Dormer – \$2,500

This vertical dormer towers over Exhibit Hall B and provides great impact as it can be seen from 2 levels and outside from the street. The 7'W x 14'H screen can be displayed full size or divided into three different sections. This opportunity is a shared rotational display which supports still files, video and audio.

» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org



FNCE® MOBILE APP BANNER AD

\$5,000

Gain valuable exposure on the FNCE® Mobile App! Your banner ad will rotate at the top of the Expo page as attendees navigate the Expo Hall using the app.

» **Exclusive to one exhibitor per day**

- Available only Saturday, Sunday and Tuesday
- Advertise your booth location
- Advertise your Expo Event
- Hyperlink to URL



» **To Learn More:** Contact the corporate relations team at corporaterelations@eatright.org

» 2024 Analytics

13,796 TOTAL EXPO
PAGE CLICKS



The Academy of Nutrition and Dietetics Foundation hosts several popular and highly visible events at the Academy Food & Nutrition Conference & Expo®. They are promoted to more than 100,000 food and nutrition professionals through a variety of digital and print mediums both pre- and post-meeting, as well as offering additional touch points throughout the conference.



Foundation Pre-FNCE® Nutrition Symposia

These 90-minute events offer sponsors the exclusive opportunity to engage with credentialed food and nutrition practitioners through a science-based symposium on trending topics.

» [MORE DETAILS](#)

Foundation Breakfast Session

This one-hour breakfast event offers sponsors the exclusive opportunity to share new research with FNCE® attendees including practical applications that can be incorporated into practice.

» [MORE DETAILS](#)

Foundation Booth Puppy Petting Corral

A unique and heartwarming sponsorship opportunity! Sponsors will love being associated with something that boosts attendee engagement, reduces stress, and creates shareable moments.

» [MORE DETAILS](#)

Foundation Virtual 5K Run/Walk

The Academy Foundation Virtual 5K Run/Walk allows attendees to complete this race throughout the conference on their own time and terms — indoor or outdoor, morning or evening.

» [MORE DETAILS](#)

Foundation Donor Reception

The Academy Foundation's Donor Reception celebrates donors, volunteers and Academy and Foundation leaders.

» [MORE DETAILS](#)

Silent Auction

Throughout the week of the conference, select items displayed at the Foundation booth and conducted with a virtual app for 24/ bidding.

» [MORE DETAILS](#)

FOUNDATION PRE-FNCE® NUTRITION SYMPOSIA

\$35,000

These 90-minute events offer sponsors the exclusive opportunity to engage with credentialed food and nutrition practitioners through a science-based symposium on trending topics. These can include new research and insights or a training session on highly sought-after topics such as leadership or communications. Attendees are charged a \$10 donation to the Foundation to attend the session.

» **Two 90-minute sessions available** (time slots TBD)

» **Saturday, October 11, 2025**

- Exclusive sponsorship of a noncommercial 90-minute session to present new research and science-based nutrition information, per Academy review and approval
- Live Q&A
- Attendee evaluation
- Invitation for four individuals to attend the Foundation Donor Reception during FNCE®
- Foundation supporter sign for your exhibitor booth
- Sponsor recognition on FNCE event webpage and event promotion included in pre-FNCE® attendee newsletter
- Mention of support in Foundation section of Eat Right Weekly all-member e-newsletter
- Listing in Foundation Supporter Ad in the Journal of the Academy of Nutrition and Dietetics
- Listing on [Corporate and Foundation Support](#) page at eatrightfoundation.org
- Listing in Foundation Donor Report on website
- Listing in Academy/Foundation Annual Report
- Fulfillment report

Sponsorship investment: \$35,000

Plus, all speaker expenses including conference registration, travel, hotel, and honorarium for the session.

» **To Learn More:**

Contact Susie Burns at sburns@eatright.org

FOUNDATION BREAKFAST SESSION

\$15,000

This one-hour breakfast event offers sponsors the exclusive opportunity to share new research with FNCE® attendees including practical applications that can be incorporated into practice. Attendees are charged a \$10 donation to the Foundation to attend the session.

» **Monday, October 13, 2025, 6:45 – 7:45 am**

- Exclusive sponsorship of noncommercial one hour session to present new research and science-based nutrition information, per Academy review and approval
- Live Q&A
- Attendee evaluation
- Invitation for three individuals to attend the Foundation Donor Reception during FNCE®
- Foundation supporter sign for your exhibitor booth
- Sponsor recognition on FNCE event webpage and in event promotion included in pre-FNCE® attendee newsletter
- Mention of support in Foundation section of Eat Right Weekly all-member e-newsletter
- Listing in Foundation Supporter Ad in the Journal of the Academy of Nutrition and Dietetics
- Listing on [Corporate and Foundation Support](#) page at eatrightfoundation.org
- Listing in Foundation Donor Report
- Listing in Academy/Foundation Annual Report
- Fulfillment report

Sponsorship investment: \$15,000

Plus, all plus all expenses related to the breakfast including food, service fee and taxes (additional corkage fees beyond the standard menus may apply to incorporate specific products into the breakfast) and speaker expenses including conference registration, travel, hotel, honorarium, and audio visual.

» **To Learn More:**

Contact Susie Burns at sburns@eatright.org

FOUNDATION BOOTH PUPPY PETTING CORRAL

\$10,000

The Foundation FNCE® Puppy Petting Corral is a unique and heartwarming sponsorship opportunity! Sponsors will love being associated with something that boosts attendee engagement, reduces stress, and creates shareable moments. All puppies on-site will be available for adoption.

» **Benefits Include:**

- Naming Rights – “The [Sponsor Name] Puppy Corral”
- Logo Placement – on-site signage at Corral that includes your exhibit hall booth# and a QR code that leads to company/product information, coupons, etc. (with Academy approval)
- Branded Giveaway – Sponsor packaged, product samples can be given to all attendee participants
- Digital Promotion – Recognition on the Foundation website, and marketing materials
- Exclusive Selfie wall with branded hashtag for social media posts – Attendees can take pictures with the puppies featuring the sponsor’s branding and post with a designated hashtag (ex. - #PuppyCuddlesByBrand)
- Live Streaming – Option to livestream the event for periods of time on sponsor social media channels

The Foundation will request a \$10 donation from attendees to access the Puppy Corral with a 10-minute time limit.

Sponsorship investment: \$10,000

Puppy Corral Days/Hours: (times subject to change)

- Sunday, October 12, 2025, from 1 p.m. to 3 p.m.
- Monday, October 13, 2025, from 1 p.m. to 3 p.m.

» **To Learn More:**

Contact Paul Slomski at pslomski@eatright.org

FOUNDATION VIRTUAL 5K RUN/WALK

\$7,500

The Academy Foundation Virtual 5K Run/Walk allows attendees to complete this race throughout the conference on their own time and terms — indoor or outdoor, morning or evening. These challenges are designed to motivate attendees to move more, while also providing an opportunity to support the Academy Foundation.

» 5K – At attendee’s leisure throughout conference

- Company/logo listed on 5K Run/Walk virtual event t-shirt
- Invitation for two individuals to attend the Foundation Donor Reception during FNCE®
- Foundation supporter sign for your exhibitor booth
- Sponsor recognition on FNCE event webpage and in event promotion included in pre-FNCE® attendee newsletter
- Mention of support in Foundation section of Eat Right Weekly all-member e-newsletter
- Listing in Foundation Supporter Ad in the Journal of the Academy of Nutrition and Dietetics
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FOUNDATION DONOR RECEPTION

\$5,000

The Academy Foundation's Donor Reception celebrates donors, volunteers and Academy and Foundation leaders. The event provides a great opportunity for attendees to network, socialize and celebrate the Foundation's success and important work.

» **Monday, October 13, 2025, 5:00 – 6:45 pm**

- Sponsorship listed in Donor Reception invitation
- Invitation for two representatives to attend the event
- Foundation supporter sign for your exhibitor booth
- Listing on [Corporate and Foundation Support](#) page at eatrightfoundation.org
- Fulfillment report

» **To Learn More:**

Contact Paul Slomski at pslomski@eatright.org

SILENT AUCTION

\$5,000

One of the Foundation's most popular events during the conference is the silent auction. Throughout the week of the conference, select items will be displayed at Foundation booth and all bidding is conducted on a virtual app for 24/7 mobile bidding. This event offers great exposure. In addition to sponsorship, exhibitors are encouraged to donate an item (minimum value \$150) for the auction.

- Signage (provided by Foundation) at in-person auction Signage (provided by Foundation) and at FNCE®
- Invitation for two representatives to attend the Foundation Donor Reception during FNCE®
- Foundation supporter sign for your exhibitor booth
- Sponsor recognition on FNCE event webpage and listed on silent auction virtual platform
- Listing on [Corporate and Foundation Support](#) page at eatrightfoundation.org
- Fulfillment report

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