# DPG/MIG

# Sponsorship Letter of Agreement

This Letter of Agreement by and between <PR Firm, if applicable> on behalf of <Sponsor Name> (**Sponsor**) and the Academy of Nutrition and Dietetics (**the Academy**) on behalf of the <DPG/MIG Full Name> (**DPG/MIG**), whose principal place of business is Chicago, IL, will serve as confirmation of sponsorship from <Sponsor Name> in the amount of <**$>**for < Deliverable(s), and <include speaker compensation >, in accordance with Exhibit A. Academy and <Sponsor Name> hereby agree as follows:

# INVOICE TO BE ISSUED TO:

* Sponsor name and mailing address:
* Sponsor contact person name, email and phone number:
* Special instructions for invoicing, e.g., PO # or web submission information:
* DPG/MIG 14 digit project code(s) for revenue deposit (if multiple codes are used indicate amount for deposit in each code):

# All invoices are due within 30 days of receipt.

# RECOGNITION:

Sponsor will be recognized in the following ways:

* <Sponsor> will be listed in the <DPG/MIG ><Fiscal Year> Annual Report as a Sponsor, to be published in fall <year>.
* <Sponsor>will be recognized as a <DPG/MIG> sponsor and invited to attend the DPG/MIG Member Reception and Awards Ceremony during the Academy’s <year> Food & Nutrition Conference & Expo(FNCE**®**) in <>Location>.
  + If for any reason the event is transitioned to a virtual format, an invitation will be extended to the sponsor to attend the virtual event.
* <Sponsor> logo/link will appear on the Current Sponsors page of the <DPG/MIG> website until <Date>.

1. **Short Description of Sponsored Event:**

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1. **Term:** The Term of this Agreement shall continue until the delivery of all Recognition and the completion of the Sponsored Event**.**

**3. Content Approval:** All content will be thoroughly vetted by the Academy / <DPG/MIG>,. The Academy maintains full control over the planning, content and implementation of all promotional materials and/or educational programs including the selection of speakers, moderators and faculty.

**4. Sponsorship Payment:** Sponsor shall pay $\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to the Academy/<DPG/MIG>within 30 days of invoice.

**5. Force Majeure:** The performance of either party under this Agreement is subject to acts of God, war, government regulation, terrorism, disaster, strikes (except those involving the Sponsor’s employees or agents), civil disorder, curtailment of transportation facilities, or any other emergency beyond the parties’ control, making it from an economic, political, or from a personal safety or policy basis inadvisable, illegal, impractical or impossible to perform their obligations under this Agreement or any government or other advisory that travel or meetings are not to be undertaken, either party may cancel this Agreement for any one or more of such reasons upon written notice to the other.

**6. Governing Law:** This Agreement shall be construed, defined and interpreted under the laws of the State of Illinois, and venue in any judicial proceeding concerning this Agreement shall be in the County of Cook, State of Illinois.

**ACCEPTED AND AGREED TO:**

Sponsor Representative : [Name] Date

Academy Representative: [Name] Date

**-SEE EXHIBIT A BELOW-**

**EXHIBIT A: EVENT DETAILS AND REQUIREMENTS**

**USE THIS FOR WEBINARS**

**Event Name: (Event)**

**Event Type:**

**Date:**

**<DPG/MIG name> (DPG/MIG) and <Sponsor> (Sponsor) agree to the following Event details:**

* 1. **Event Speaker Costs and Arrangements:** <name> will serve as the primary contact for speakers.
     + 1. The CPE Provider may not use commercial support to influence, control, contribute to, or impact CPE content.
       2. Speaker honorariums must be disbursed by the CPE provider.
       3. Speaker honorarium in the amount of <>,in accordance with “Contributor Agreement” details.
  2. **Event Production and Set-up:** DPG/MIG will lead the logistics, set-up and administration of the webinar, including scheduling an event “tech check”. Materials are due from <Speaker/Sponsor> via email to <DPG/MIG Manager, ED, Etc name and email> in accordance the event planning timeline (Section 9) below.
  3. **Promotion:** The Event will be promoted by DPG/MIG to members via eblast, DPG/MIG Discussion Board, announcements on the DPG/MIG website and via DPG/MIG’s social media channels. The webinar will also be listed in the Academy’s EatRight Store and available for purchase by non-DPG/MIG members.
  4. **CPEU Application**: <DPG/MIG> is responsible for applying for CPEU for the Event. To be promoted as "approved for CPEUs”, the number of CPEUs awarded will be in accordance with the Commission on Dietetic Registration’s CPEU Prior Approval Program. CPE applications require6-8 week lead time to allow for review and approval/denial of CPE submissions. **See timeline and due dates for event materials below.**
  5. **Sponsor Logo/Branding:** Education materials that are part of CPE content such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information must not contain any marketing including logos, trade names, or product group messages or images. Provider logo display in CPE content is prohibited for any type of Provider including but not limited to colleges, universities, health systems, foundations, nonprofits, and corporations
     + 1. CPE-related print and email communications shall not include branded product images or product or service marketing messages
       2. Information distributed about the event that does not include educational content, such as schedules and logistical information, may include provider or supporter logos but may not contain branded product images, or product or service marketing messages
       3. Sponsored marketing content that is offered before or after a CPE approved online event (webinar) must be accessed via a separate link. Commercial breaks are not permitted.
  6. **Evaluations** : Post-event surveys are distributed on behalf of the Academy for all CPE events, and will consist of standardized language designated by the Commission on Dietetic Registration across all live events. <DPG/MIG> is not required to collect feedback / post -survey evaluation on behalf of Sponsor.
     + 1. If Sponsor wishes to collect event feedback, it must be acquired via opt-in survey link distributed to attendees by <DPG/MIG>, post-event.
       2. Per Academy privacy policies, <DPG/MIG> will not distribute attendee or registration lists or contact information.
       3. Sponsor is responsible for creating survey questions and hosting survey, and providing opt in link to <DPG/MIG> for distribution.
       4. <DPG/MIG> will review and approve all survey questions.
       5. Sponsor will share survey results with <DPG/MIG> within 10 days of close of survey.
       6. Survey results are for Sponsor’s internal use only, may not be used in any advertising, promotions, press releases or any external communications.
  7. **Recording:** Sponsor is in agreement that a recording of the Event as well as any corresponding handout becomes a product owned by the Academy and <DPG/MIG>, and can be placed in the Academy Store for purchase, posted to the <DPG/MIG> website, and shared out through Academy/DPG communication channels.
  8. **Exhibits, product / service marketing, branded product education and / or non-CDR approved education in association with CPE must not Influence any decisions related to the planning, presentation, and evaluation of the Event, or interfere with the presentation of CDR Prior Approved CPE.**
  9. **Event Planning Timeline:** unless otherwise indicated, all materials are due to <DPG/MIG Manager, ED, Etc name and email> from Speaker, as indicated below.

**Due by XX:**

* + A signed contributor agreement including disclosure of interest statement
  + Completed Event Info Sheet
  + A completed speaker profile, bio, CV and headshot

**Due by XX,**:

* + Presentation slide draft
    - 1. Speakers are required to use the PowerPoint template provided by [DPG/MIG].
      2. Logo placement in sponsored presentations offered for CPEU is prohibited.
      3. Presentations must include a disclosure slide. Disclosures of conflicts of interest must be located on the first slide, page, or image following the title slide, page, or image. Learners shall be informed when no conflicts of interest exist
      4. Speakers are asked to cite all image sources
      5. In compliance with the Americans with Disabilities Act:
         1. Provide [“alternative text”](https://support.microsoft.com/en-au/office/video-improve-accessibility-with-alt-text-9c57ee44-bb48-40e3-aad4-7647fc1dba51#:~:text=To%20add%20alt%20text%20to%20an%20object,Select%20Format%20%3E%20Alt%20Text.) descriptions for all images, pictures, graphics, tables, etc.
         2. Slides font should be at least 22 point
      6. Presenters agree to the use of live captioning (subtitles) during presentation.

**Due by XX**

* + Final Presentation Slides

**USE THIS FOR EBLASTS**

**Event Type: <xx> (Event)**

**Date:**

**<DPG/MIG name> (DPG/MIG) and <Sponsor> (Sponsor) agree to the following Event details:**

1. <DPG/MIG> shall send (2) dedicated eblasts on behalf of sponsor to <DPG/MIG> members that have not opted out of sponsor communications.
2. Eblast(s) will be sent <in/on date. Exact distribution dates of eblasts will be agreed upon by <DPG/MIG> and Sponsor no later than <date>, and will be based on DPG/MIG’s availability.
3. Sponsored eblasts may not be sent out sooner than 5 business days from previous sponsored eblast-.
4. E-blast content/copy will be inserted into the DPG/MIG e-blast template provided and used by DPG/MIG, and is subject to approval.
   1. Permissible sponsored content/copy includes nutrition messages that people can understand and act upon to improve their health. Sponsored content does not permit advertising by way of promoting specific products, brands, or services.
   2. If content submitted is determined to constitute an advertisement, the Sponsorship Agreement may be transferable to an Advertising Agreement, subject to approval.  For information on Academy sponsorship policies, refer to [eatrightPRO.org](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.eatrightpro.org%2Fabout-us%2Fwho-we-are%2Fadvertising-and-sponsorship%2Fadvertising-policy&data=05%7C02%7Crfrabizio%40eatright.org%7Cce0d7063ef03442105df08dc1c52d1e0%7C5da1b5c430044586b7ab2dd01f24d7d2%7C0%7C0%7C638416389250160307%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=PGwNnhACLpDOoaHzaG7%2BmHSSOMu2MAoSnx6gX65zkzM%3D&reserved=0).
   3. DPG policy does not permit advertorial articles (Advertorial content is defined as advertisement giving information about a product in the style or an editorial or objective journalist article.)
   4. The word ‘Sponsored’ will appear at the beginning of the eblast subject line. DPG/MIG will also use the following standard disclaimer at the bottom of the e-blast copy: *This email contains sponsored content for DPG/MIG members. DPG/MIG does not endorse any products, services or any organizations included in sponsored eblasts and content is for informational purposes only. Linking to a website does not constitute an endorsement by DPG/MIG of the sponsors of the site or the information presented on the site. For information on Academy and DPG/MIG sponsorship policies, refer to* [*eatrightPRO.org*](https://www.eatrightpro.org/about-us/who-we-are/advertising-and-sponsorship/advertising-policy)*.*
5. Send copy to <DPG/MIG Manager, ED, Etc name and email> in accordance with due dates for event materials (Section 4 below) in one of the following formats only (no HTML is accepted):

**Designed PDF / jpeg image**

a.       Can be submitted by Company as PDF, or jpeg

                                                                                       i.      If submitted as jpeg: should be submitted at 650px wide. Max  size: 10 megapixels.

                                                                                     ii.      If submitted as PDF: will be transformed into a jpeg image prior to import

b.       Company must submit as final; no graphic or copy edits will be made to pdf/jpeg (no cropping, text edits, etc.)

c.       May include 1 hyperlink for image

d.       Up to 3 additional hyperlinks may be submitted

                                                                                       i.       Additional hyperlinks will be included as click-through “buttons”

                                                                                     ii.      Buttons contain text only, no graphics, will be vertically stacked

**Text with images**

a.       Text provided in Word

b.       No special fonts or design elements

c.       May contain up to 1 banner and 1 additional image (images may be hyperlinked)

                                                                                       i.      Banner image (spans full width of eblast):  must be 650px wide

                                                                                     ii.      In-text image: (right or left justified with wrapped text): less than 650px wide

d.       May contain up to 2 additional hyperlinks (in text or as buttons)

e. Sponsor may request one round of edits and then it is considered FINAL COPY

1. Due Dates for Event Materials

| **Date** | **Deliverable** | **Responsible**  **Party** |
| --- | --- | --- |
| At least 3 weeks in advance of distribution | Draft e-blast copy sent to <name | Sponsor |
| 2 weeks prior to distribution | Copy returned if changes requested.  If no changes, test eblast is sent to Sponsor. | DPG/MIG |
| 1 week prior to distribution | Revised/final documents to given to DPG/MIG Manager | Sponsor |
| Distribution | E-blast sent | DPG/MIG |

1. If any copy is not approved by DPG/MIG/Academy, or not sent out to DPG/MIG membership, DPG/MIG will refund company for the cost of each e-blast not sent.