

EXTERNAL COLLABORATOR RELATIONSHIP OPPORTUNITIES

About HEN

HEN – Hunger and Environmental Nutrition – is a Dietetic Practice Group (DPG) of the American Dietetic Association (ADA). Our mission is to empower members to be leaders in sustainable and accessible food and water systems. HEN members optimize the nation’s health by promoting access to nutritious food and clean water from a secure and sustainable food system. HEN’s membership is nearly 1,400 and represents leaders in sustainable food systems, community food security, organic and local foods, community nutrition, anti-hunger advocacy, emergency feeding programs, federal nutrition education programs, international nutrition, and nutrition public policy. As one of the fastest growing and most prestigious dietetic practice groups of the ADA, we are confident you will find opportunities to meet your organizational needs. Outlined below are the key relationships we offer to non-ADA members. We are also open to creating customized programs to fit mutual objectives. We look forward to working with you and creating exciting collaborations.

Networks: Formed with organizations with similar missions and goals that HEN wants to collaborate with on a short term project. No money is involved as networks are strictly reserved for collaboration on projects.

Friends: Essentially a HEN membership for those who are not eligible to join the ADA. HEN has both organization and individual Friends. Friends receive the benefit of a newsletter and joining the listserv. Friends can be promoted via an introduction to the HEN membership. The chair of the Friends of HEN committee will maintain a spreadsheet of current Friends and will contact them as needed for feedback, brainstorming, etc.

Sponsors: Sponsors offer significant support, usually for a specific project(s). Sponsors receive benefits depending on their sponsorship level as outlined in the chart on the next page. Sponsors are not necessarily "Friends" and normally do not have access to the HEN list-serve. However, a sponsor may have list-serve access if a HEN member works for the sponsor, and not as part of a contract agreement. In-kind contributions, such as Webinar content or educational resource development, will be considered on a case-by-case basis, will be voted on by the HEN DPG Executive Committee, and will require a contract agreement.

Hunger and Environmental Nutrition

a dietetic practice group of the
American Dietetic Association



Benefit/Activity*	Platinum \$5,000+	Gold \$2,000- 4,999	Silver \$500- \$1,999	Bronze \$100- \$499
Donating product for a sponsored event	X	X	X	
Showcase/handout products at group event inside Food & Nutrition Conference & Expo (FNCE) meeting room. (Needs ADA approval.)	X	X	X	
Sponsor recognition signage inside the room at HEN FNCE Film Festival	X			
Listing in the FNCE Program Book (provided info is received by print deadline).	X			
Company logo on event program sheet and recognition at event.	X	X	X	X
Acknowledgement and thank you for sponsorship in HEN Post newsletter.				
1. One issue prior to event			X	
2. Two issues – one prior to and one after event		X		
3. Fall, winter, spring, and summer issues	X			
Opportunity for 3 members of sponsor to attend HEN reception and events for the purpose of networking with members.	X			
Opportunity to have sponsor’s company logo on HEN website one month pre- and post- event.	X	X	X	
Opportunity for sponsor’s company to have a link on the HEN website:				
12 months	X			
6 months		X		
3 months			X	
1 month				X
Sponsor’s name acknowledged in written and email announcements by HEN.	X	X	X	X
Two complimentary tickets to the HEN event.		X		
Three complimentary tickets to the HEN event.	X			
One full-page ad in HEN Post (\$1,000 value).	X			
One half-page ad in HEN Post (\$500 value).		X		
One quarter-page ad in HEN Post (\$250 value).			X	
One eighth-page ad in HEN Post (\$200 value).				X

*Platinum level sponsors may also have one-time use of the HEN DPG mailing list or emailing list as approved by the HEN DPG’s Executive Committee. Any other symbiotic opportunities may be proposed by HEN leadership or potential sponsor and must be subsequently approved by the HEN DPG Executive Committee and ADA.