



National Eating Disorders Association

Supporting those affected by eating disorders and acting as a catalyst for prevention, cures and access to quality care

NEDA Sustaining Sponsorship = Excellent Marketing!

Web Visibility at www.NationalEatingDisorders.org (also www.MyNEDA.org)



- More than one million unique users annually
- More than 100,000 hits per day
- Highest traffic of any eating disorders website
- Easier to navigate
- New toolkits for parents and educators
- Enhanced features (Stories of recovery etc...)

Sustaining Sponsors receive preferential placement, placement on more web pages, and exclusive options available to no-one else.

Acknowledgments in NEDA Publications and Electronic Communications

Outlook Newsletter - **Exclusive** Sustaining Sponsor Acknowledgments

- Circulation: approximately 15,000, published three times per year
 - Healthcare consumers, families, NEDA members and donors: (70%)
 - Activists, educators, National Eating Disorders Awareness Week Coordinators (10%)
 - Government officials, media outlets, other interested individuals and organizations (10%)
 - Healthcare providers (10%)

NEDA E-newsletter - **Exclusive** Sustaining Sponsor Acknowledgments

Distributed 15 or more times/year to more than 15,000 members, activists and treatment providers

NEDA Annual Conference

Exclusive benefits and preferential placement at the only national eating disorders conference to welcome experts and families.

➤ Mailing List: 10,000 ~ Expected Attendance: Approximately 500

National Eating Disorders Awareness Week (NEDAawareness Week)

Logos and acknowledgments on national posters, NEDA brochures, website, and promotional mailings; distribution of your materials to our volunteer coordinators - in all 50 states!



Annually Renewable Sustaining Sponsorship Packages

\$100,000 Presenting Sponsor

★ **All of the benefits of the \$50,000 Sponsor ~ PLUS**

New York Benefit Dinner: Table of ten (*please make table reservations in advance*)

“Every BODY is Beautiful” Online Auction

- Featured sponsor on NEDA Online Auction pages
- Recognition on all printed and electronic communications about the auction

Seattle Art Event (NEDAwareness Week 2009)

- Featured Sponsor of the Seattle NEDAwareness Week Art Auction.
- Name and logo on all printed or electronic materials about the event, including invitations signage and programs at the venue.

\$50,000 Platinum Sustaining Sponsor

Website Visibility

Recognition on web pages: NEDAwareness Week, Conference, Sponsor, and Get Involved Pages

Treatment Referral Listings

Free annual pro membership – with your facility listed at the top of all NEDA referral listings (on website, electronic [email] and printed versions), *regardless of geographic area searched*, for clients who call our national, toll-free helpline, write, fax or email to us for referrals. *~MUST BE A TREATMENT PROVIDER*

“Official NEDA Sponsor” logo for use on your website or printed materials

NEDA Annual Conference, Fall 2009 – Date and Location TBA

- **Exclusive CD-ROM Sponsorship:** Your logo will be on a CD-ROM presented to all conference attendees with conference audio, handouts, PowerPoint presentations, speaker bios, etc...
- **Logo Placements:** conference tote bags; promotional mailings; full-page, black and white ad in program; and your corporate brochure in all conference packets.
- **Named Meeting Room**
- **Exhibitor Booth (Optional)** - Plus: announcements, logos on lobby signs, PowerPoint displays, etc.

National Eating Disorders Awareness Week 2010

Name and/or Logo placement: NEDAwareness Week Resource Guide (plus 100 word description of your company); CD-ROM; National Posters (name and **color** logo); Promotional Mailings – (flyers, recruitment letters, brochures); Email alerts; NEDAwareness Week Kits (your brochure included)

New York Benefit Dinner 2008: Preferred seating for up to three

Gift Memberships

Your facility may provide an unlimited number of free, one-year, public memberships to NEDA

\$35,000 Titanium Sustaining Sponsor

- ★ **Special Level for Multiple Site company only. Please contact us for more information (development@myneda.org)**

\$25,000 Gold Sustaining Sponsor

- ★ **All of the benefits of the \$15,000 Sponsor ~ PLUS**

Treatment Referral Listings

Your facility listed on all NEDA referral listings (zip code order), *regardless of geographic area searched*, for clients who call our national, toll-free helpline. *~MUST BE A TREATMENT PROVIDER*

NEDA Annual Conference, Fall 2009 – Date & Location TBA

- **Event Sponsorship** (author signing, networking social, breakfast, lunch, or another high profile event at the conference), includes room signage
- **Conference Program** (full-page, black and white ad), plus your brochure in all conference packets
- **Named Meeting Room** (*Subject to availability*)

New York Benefit Dinner: Preferred seating for two

\$15,000 Silver Sustaining Sponsor

- ★ **All of the benefits of the \$7,500 Sponsor ~ PLUS**

Website Visibility ~ See below

NEDA Annual Conference, Fall 2009 – Date & Location TBA

- Conference Program: full-page, black and white ad; Four waived registrations;
- Exclusively Sponsor a raffle or the conference scholarships; Additional signage – as appropriate

National Eating Disorders Awareness Week 2010

Name and/or Logo placement: NEDAwareness Week Resource Guide (plus 100 word description of your company); National Posters (name, *black and white* logo); Promotional Mailings – (flyers, recruitment letters, brochures); Email alerts; NEDAwareness Week Kits (your brochure included)

New York Benefit Dinner: Preferred Seating for one

\$7,500 Bronze Sustaining Sponsor

Website Visibility

Links and Logos: Sponsor Page, Get Involved Page, NEDAwareness Week Page, NEDAwareness Week Coordinator Page, Conference Page

NEDA Annual Conference, Fall 2009 – Date & Location TBA

- **Exclusive sponsorship** of one of the following logo imprinted items given to all conference attendees:
 - ★ Hotel key cards; or Water bottle in the conference tote bag; Conference badge lanyard. (*Subject to availability*). Special value: all three are offered as \$5,000 - \$7,500 conference sponsor options by themselves – without the additional benefits of the sustaining sponsorship.

Additional Conference Benefits

- Premium exhibitor booth; Two waived registrations to attend the conference. (*Exhibitor badge, plus one additional registration*); Half page, black and white advertisement in the conference program; Your logo on a conference lobby sign; Public announcement of your sponsorship at opening and closing of conference; Inclusion of your logo on a special PowerPoint slide in the opening presentation.

~ Continued \$7,500 Bronze Sustaining Sponsor

National Eating Disorders Awareness Week 2010

~Benefits below may be offered at the \$5,000 - \$10,000 level for NEDAwareness Week sponsorship alone.

- **NEDAwareness Week Resource Guide** – Your name and contact information listed in the NEDAwareness Week Resource Guide provided to all NEDAW Coordinators.
- **Promotional Mailings** – listings on all flyers, recruitment letters and other promotional pieces.
- **Your marketing brochure** included in the NEDAW Coordinator kits (*Must be quad or tri-fold brochure no larger than 8.5" X 4", no booklets, folders or presentation packets.*)
- "Official NEDAW **Sponsor**" **logo** for use on your own website
- Free NEDAwareness Week Coordinator Kit (CD-ROM and promotional materials)

Additional Benefits

- **Premiere Professional Membership** – Includes 150 word description, hotlink with logo or graphic on your webpage, listings in up to 3 states – for referral listings on our website, by mail, fax or email.
- **Name and link** on sponsor page of NEDA website.
- Recognition in **NEDA newsletter** (circulation 12,000+) – Ex: Conference article, NEDAW article.
- **Proud Sustaining Sponsor of NEDA Logo** for use on your website and/or on printed materials

"Official Sponsor" logo for use on your website and printed materials

Gift Memberships

Your facility may provide an unlimited number of free, one-year, public memberships to NEDA to your clients, families and alumni (*must be first-time members only and does not include professional memberships with treatment referral listings*).



NEDA
WALK
until eating disorders are history

NationalEatingDisorders.org





NEDA Sustaining Sponsor Agreement and Pledge Form

Sustaining Sponsorship Level *(one year, annually renewable)*

AMOUNT

- \$100,000 Platinum \$50,000 Gold \$25,000 Silver \$15,000 Bronze \$7,500 Copper

Sponsor Information:

Organization / Corporation Name: _____
Please list name exactly as you wish it to appear in all acknowledgments

Contact Name and Title: _____

Organization Address: _____ Phone(s): _____

City / State / Zip: _____ Fax: _____

Email: _____ Web Address: _____

Authorized Signature: _____ Date: ____/____/____

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Payment Method:

- Our Sponsorship Contribution is enclosed: Amount \$ _____
 Check # _____
 Credit card: VISA MASTERCARD AMEX

Account #: _____ Expiration Date: ____/____/____

Name: _____ Signature: _____
as it appears on card

Billing Address for this card *(if different from above)*: _____

Contact Dee Christoff (206-382-3587, ext. 15, dchristoff@myineda.org) if you need to receive an invoice or would like to make payment arrangements.

All benefits are based on availability. Benefits are offered in good faith based on information that we have available at the time of signing. Some benefits may not be exclusive and could be available to other sponsors at the same level of contribution. While this benefits package is intended to be annually renewable, NEDA cannot guarantee that benefits and acknowledgment opportunities will remain the same each year. We will make every attempt to maintain the mutual attractiveness of the sponsorship. **The Sustaining Sponsor may be required to meet print deadlines in order to claim certain benefits.** Please contact Development Director (ext. 15) or Program Director (ext. 19) for more information.

Location, size and order of sponsor listings will be determined by size of contribution. Sustaining Sponsors may be given special consideration for additional benefits and/or additional paid sponsorship opportunities throughout the year as appropriate.