



# National Eating Disorders Association

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

## Sustaining Sponsorship Agreement and Pledge Form

### NEDA Marketing and Publications

[www.NationalEatingDisorders.org](http://www.NationalEatingDisorders.org)  
[www.MyNEDA.org](http://www.MyNEDA.org)

**Outlook  
Newsletter**

**MyNEDA E-News**



#### WEBSITE

- 1.3 **million** unique users annually
- 100,000 hits per day
- Highest traffic of any ED website

#### NEWSLETTER

- Published 3 – 4 X/year
- By print or online

#### E-NEWS

- Distributed at least 15 times per year to 15,000 members, activists, health providers and families.

### NEDA PROGRAM EVENTS

#### Annual Conference

- Signage, ads, exhibition booths – at the only national conference to welcome both ED experts and families.
- Mailing List: 10,000 (conference and other mailers where you will be recognized)
- Expected Attendance: 500+

#### National Eating Disorders Awareness Week (NEDAwareness 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!



NationalEatingDisorders.org



**NEDA  
CONFERENCE  
2010**

October 8 – 10  
Brooklyn Marriott, NY

*Building Bridges to Education,  
Research and Recovery*



## Annually Renewable Sustaining Sponsorship Packages

### \$100,000 Presenting Sponsor

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

**NEDA Conference - Your choice:** Exclusive sponsor of either the Keynote Speaker or of a Cyber Café that enables attendees, speakers and others to visit the web, check email, etc... (Takes place of luncheon sponsorship below)

**2010 "Every BODY is Beautiful" Online Auction:** Featured sponsor, including recognition on all print and electronic materials

**New York Spring Benefit Dinner (March 2010):** Preferred Seating for four and recognition in the invitations and program

**NEDA Newsletter** – Full-page, color public service announcement, add'l sponsor listings with appropriate articles.

**NEDA E-news:** Your name listed above all other Sustaining Sponsors, with a hot link to your website.

### \$50,000 Platinum Sustaining Sponsor

★ **All of the benefits of the \$25,000 Sponsor ~ PLUS**

**Treatment Referral Listings:** Your facility listed at the top of all NEDA referral listings (on website, email and printed versions), *regardless of geographic area searched.* ~MUST BE A TREATMENT PROVIDER

**NEDA Annual Conference, New York, NY (October 8 – 10, 2010)**

- Logo on conference tote bags
- Exclusive Luncheon Sponsor
- Named Meeting Room
- Exhibit booth in special, high traffic area

**National Eating Disorders Awareness Week:** Name and *color* logo on national posters.

**NEDA Newsletter** – Half page public service announcement, add'l sponsor listings with appropriate articles.

### \$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* ~MUST BE A TREATMENT PROVIDER

**NEDA Annual Conference, New York, NY (October 8 – 10, 2010)**

- **Event Sponsorship** author signing, networking social, breakfast, lunch, or other high profile event at conference
- **Named Meeting Room** (*Subject to availability – includes signage and listing in conference program*)
- **PowerPoint Slide** played during conference opening

**NEDA Newsletter** – Quarter page public service announcement, add'l sponsor listings with appropriate articles.

### \$15,000 Silver Sustaining Sponsor

★ **All of the benefits of the \$10,000 Sponsor ~ PLUS**

**NEDA Annual Conference, New York, NY (October 8 – 10, 2010)**

- Conference Program: full-page, black and white ad;
- Four waived registrations
- Exhibit booth in high visibility location.
- Your choice/first-come, first served: Sponsor the hotel keycards, conference scholarships, or special promo item given to all attendees; conference signage and recognition in program.
- Public announcement of your sponsorship

**National Eating Disorders Awareness Week**

- Recognition in Resource Guide (100 word description), name and black & white logo on national posters

**NEDA Newsletter** – One-eighth of a page, public service announcement, add'l sponsor listings with appropriate articles.

### \$10,000 Steel Sustaining Sponsor

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

**NEDA Annual Conference, New York, NY (October 8 – 10, 2010)**

- **Sponsorship** of a special promo item such as water bottle, with your logo on it provided to all conference attendees (may be shared with others at the same level)
- **Exhibit booth**, including three waived registrations (*exhibitor badge, plus two additional attendees*), 1/2-page advertisement in conference program, signage, your logo in conference PowerPoint presentation.

## **\$7,500 Bronze Sustaining Sponsor (6 maximum)** **(THIS LEVEL IS CURRENTLY FULL)**

**Website Visibility: Links and Logos on NEDA website:** Sponsor, NEDA Awareness Week, and NEDA Conference pages.  
**NEDA Annual Conference, New York, NY (October 8 – 10, 2010)**

- **Shared Sponsorship** of conference coffee breaks (*along with other sponsors at this level*).
- **Exhibit booth**, including two waived registrations (*exhibitor badge, plus one additional attendee*)
- **Half-page advertisement** in conference program
- **Appropriate signage** at your sponsored event (shared with others at this level)
- **PowerPoint slide** with your logo (and others at your level) played during the conference opening.
- **Your brochure distributed to all conference attendees** (in conference packet or tote bag) – *Exclusive to Sustaining Sponsors*

### **National Eating Disorders Awareness Week**

- Recognition in Resource Guide (name and contact information), promotional mailings, and email alerts.
- Your brochure included in NEDA Awareness Week Kits. (*Must be quad or tri-fold brochure no larger than 8.5" X 4"*)
- Free NEDA Awareness Week **Coordinator Kit** (CD-ROM and promotional materials)

**Premiere Professional Membership** – Listing in NEDA's treatment referrals on our website, by mail, fax or email: includes 150 word description, hotlink with logo or graphic on your webpage, and listings in up to 3 states.

**NEDA newsletter** – listing on Sustaining Sponsor page, other sponsor recognition as appropriate

**MyNEDA Enews** – listed at the bottom of all MyNEDA enewsletters (min. 24X/yr) *Exclusive to Sustaining Sponsors*.

**Gift Memberships:** As a gift, you may donate free, one-year, free public memberships to NEDA to your clients, families and alumni (must be first-time NEDA members only. Does not include professional memberships with treatment referral listings).

**Official Sponsor Logo** for use on your website and printed materials

- ★ **Please note that the placement and size of your logos and listings will be determined by the size of your sponsorship.**



# NEDA Sustaining Sponsor Agreement

## AMOUNT:

- \$100,000 Presenting (OPEN)
- \$50,000 Platinum (2 current. Check for availability)
- \$15,000 Silver (2 current. Check for availability)
- ~~\$7,500 Bronze~~ (6 current – FULL – not currently available)
- \$25,000 Gold (1 current. 1 available)
- \$10,000 Steel (1 current. 1 available)

\*Your funds will be distributed as follows: 35% to Conference, 35% to NEDAwareness Week, 20% to General Support (NEDA website acknowledgments, newsletter links, logos or listings, E-news listings and general support of NEDA programs), 10% Professional Membership (helpline referral listings). Your benefits will be roughly equivalent to individual sponsorships at these levels (not including special benefits exclusive to sustaining sponsors).

## Sponsor Information:

Name:		Title:
Company/Organization:		
Street Address:		
City:	State:	Zip:
Phone:	Email:	
Web Address:	Other:	

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

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## Payment Method:

<input type="checkbox"/> Check (Made Payable to NEDA)	<input type="checkbox"/> American Express	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard
Card No.:		Expiration Date:	
Name on card (Please Print):			
Signature:			
Billing Address and Phone Number – if different from above. (At minimum a billing zip code and phone # for this card are required).			

By signing this form, you agree to make a payment on your sponsorship within 15 days of acceptance. All benefits are based on availability. Benefits are offered in good faith based on information that we have available at the time of publication. 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 Dee Christoff (ext. 15), [christoff@myineda.org](mailto:christoff@myineda.org) for more information.

*Location, size and order of sponsor listings will be determined by size of contribution.*