



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 Program

To expand NEDA's mission and to increase the number of people we can reach with life-affirming and life-saving resources. In recognition for your ongoing support, you will receive ongoing opportunities for co-branding, and for visibility and acknowledgments on the web, at events, in publications and in electronic communications.

www.NationalEatingDisorders.org
www.MyNEDA.org



WEBSITE

- Highest traffic of any ED website
- More than one million users

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!

Outlook
Newsletter



NEWSLETTER

- Published 3 X/year
- By print or online

MyNEDA E-News



E-NEWS

- Distributed more than 15 times per year to over 20,000 members, activists, health providers and families.



NEDA
CONFERENCE
2012

October 11-13
St. Petersburg, FL



Annually Renewable Sustaining Sponsorship Packages

Sustaining Sponsors *(as of January 1, 2012)*

\$100,000 Presenting Sponsor (Exclusive)

~ None Currently

\$50,000 Platinum Sustaining Sponsor (Two Maximum)

- ★ Rader Programs
- ★ Remuda Ranch

\$25,000 Gold Sustaining Sponsor

- ★ Rogers Memorial Hospital
- ★ Sykes Enterprises Incorporated
- ★ Rosewood Center for Eating Disorders
- ★ Timberline Knolls

\$15,000 Silver Sustaining Sponsors

~ None Currently

\$10,000 Steel Sustaining Sponsor

- ★ Center for Eating Disorders at Sheppard Pratt
- ★ Eating Recovery Center
- ★ McCallum Place
- ★ Park Nicollet Melrose Institute
- ★ The Renfrew Center

\$7,500 Bronze Sustaining Sponsors

- ★ Cambridge Eating Disorder Center
- ★ Center for Change
- ★ CRC Health Group
- ★ Oliver-Pyatt Centers
- ★ Pine Grove Women's Center
- ★ UF & Shands Eating Disorder Program at Florida Recovery Center

Sustaining Sponsorship contributions and benefits are generally distributed as follows.

NEDA Annual Conference: 35%; National Eating Disorders Awareness Week: 35%; General Support and Marketing (NEDA website, newsletter, MyNEDA e-news, etc...); Membership / Treatment Referral Listings: 10%

\$100,000 Presenting Sponsor

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

Listed as the Presenting Sponsor for NEDA 2012 Conference and NEDAwareness Week 2012.

National Walk Sponsor: Sponsor NEDA Walks throughout the country. Recognition on posters, banners, signage, t-shirts, flyers etc... as appropriate. Some walks include an expo at which you will receive the option to host a table/booth. These are primarily volunteer-led, so the number of walks and their location may vary.

New York Spring Benefit Dinner (April 2012): Preferred Seating for four and recognition in the invitations and program

\$50,000 Platinum Sustaining Sponsor (Rader Programs, Remuda Ranch)

★ **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

Annual NEDA Conference, St. Petersburg, FL (October 11 – 13, 2012)

- Logo on conference tote bags
- Exclusive Sponsorship of a NEDA Event, such as one of our two luncheons.
- Named Meeting Room, including signage and listings in the conference program
- Exhibit booth in special, high traffic area.

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

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

\$25,000 Gold Sustaining Sponsor (Rogers Memorial Hospital, Rosewood Centers for Eating Disorders, Sykes Enterprises Inc, Timberline Knolls)

★ **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

Annual NEDA Conference, St. Petersburg, FL (October 11 – 13, 2012)

- **Co-Sponsorship of an event**, such as our welcome social, author signing, or other conference event
- **Named Meeting Room** (*Subject to availability – includes banner, room signage and listing in conference program*)
- **Public Announcement** (of your sponsorship from the podium – General Session)

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

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

\$15,000 Silver Sustaining Sponsor (~ None Currently)

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

Annual NEDA Conference, St. Petersburg, FL (October 11 – 13, 2012)

- **Full Page Color Advertisement** - in conference program
- Four waived registrations
- Exhibit booth in high visibility location
- Sponsor the hotel keycards, conference scholarships, or special promo item (such as a branded water bottle) given to all attendees (*first-come, first served*);
- Special conference signage (Ex: registration desk or lobby banner)
- Special recognition in conference program
- PowerPoint slide with your logo displayed during the conference opening

National Eating Disorders Awareness Week

- Recognition in Resource Guide (100 word description)
- Black & white logo on national posters

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

\$10,000 Steel Sustaining Sponsor (Center for Eating Disorders at Sheppard Pratt, Eating Recovery Center, McCallum Place, Park Nicollet Melrose Institute, The Renfrew Center)

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

Annual NEDA Conference, St. Petersburg, FL (October 11 – 13, 2012)

- Co-Sponsor the Conference Networking Social, along with other sponsors at this level.
- **Exhibit booth**, including
- Three waived conference registrations (*exhibitor badge, plus two additional attendees*)

National Eating Disorders Awareness Week

- Recognition in Resource Guide (100 word description)
- Black & white logo on national posters

\$7,500 Bronze Sustaining Sponsor (Cambridge Eating Disorder Center, Center for Change, CRC Health Group, Oliver-Pyatt Centers, Pine Grove Women's Center, UF & Shands)

Website Visibility: Links and Logos on NEDA website: Sponsor, NEDAwareness Week, and NEDA Conference pages.

Annual NEDA Conference, St. Petersburg, FL (October 11 – 13, 2012)

- Co-sponsor the conference coffee breaks along with other sponsors at this level. (*Exclusive Bronze Sponsor Benefit*)
- Exhibit booth, including two waived registrations (*exhibitor badge, plus one additional attendee*).
- Half-page advertisement in conference program.
- Inclusion on appropriate conference signage.
- Your logo on a conference PowerPoint slide for sponsors at your level.
- 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.
- Name listed on national poster.
- Free NEDAwareness 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. *~MUST BE A TREATMENT PROVIDER*

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

MyNEDA Enews – acknowledged in all MyNEDA enewsletters (min. 20X/yr) *Exclusive to Sustaining Sponsors.*

Gift Memberships: As a gift, you may donate free, one-year, trial 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. Some benefits such as those at the Annual NEDA Conference may vary slightly from year-to-year based on venue/availability.***



NEDA Sustaining Sponsor Agreement

AMOUNT:

- | | |
|--|---|
| <input type="checkbox"/> \$100,000 Presenting (OPEN) | <input type="checkbox"/> \$50,000 Platinum |
| <input type="checkbox"/> \$25,000 Gold | <input type="checkbox"/> \$15,000 Silver (OPEN) |
| <input type="checkbox"/> \$10,000 Steel | <input type="checkbox"/> \$7,500 Bronze |

*Your funds will be distributed as follows: 35% to Conference, 35% to NEDAwareness Week, 20% to General Support (NEDA newsletter, E-news and general support of NEDA programs), 10% Professional Membership.

Sponsor Information:

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

Authorized Signature: _____ Date: ____/____/____

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 (If Different From Above):			

Benefits are based on availability and are offered in good faith with information that we have at the time of signing. Some benefits may not be exclusive and could be available to other sponsors at the same level of contribution. Although these sponsorships are 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 (dchristoff@myineda.org) for more information.**

Location, size and order of sponsor listings, exhibit booths, etc... will be determined by size of contribution.

Your sponsorship will go from January 1, 2012 – December 31, 2012 and includes NEDA's 2012 Conference in St. Petersburg, FL as well as National Eating Disorders Awareness Week 2013.