



NEDA Sustaining Sponsorship Program

National Eating Disorders Association (NEDA)

NEDA is the leading organization in the U.S. dedicated to supporting those affected by eating disorders along with their families and serving as a catalyst for prevention, cures and access to quality care.

Your sponsorship would include:



2013 Annual NEDA Conference

Something very special happens when families, people in recovery and professionals come together to learn, connect and support one another at our conferences... Sustaining Sponsors have a strong presence at the conference (attendance approx. 600), including exclusive marketing benefits.

National Eating Disorders Awareness Week

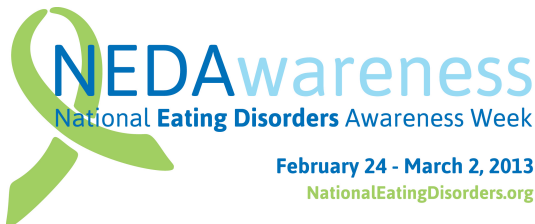
Hosted by NEDA, NEDAwareness Week is observed the last week of February each year since 1987 and is the largest outreach and education effort in the world, reaching **millions**. Volunteers in every state and many countries unite their communities behind the effort to fight eating disorders and NEDA provides the tools and resources to do so – with your sponsorship!

NEDA Helpline

The first information and referral resource of its kind in the world, the NEDA Helpline links thousands of people struggling, families, friends, physicians and educators with life-saving resources – including treatment referrals – by phone, the internet, email, fax and mail.

Web, Print and Electronic Acknowledgments

www.NationalEatingDisorders.org: More than 1 million users per year. Highest traffic of any ED website.
MyNEDA E-News: sent to more than 30,000 people 1-3 times per month. **NEDA Newsletter:** print and electronic newsletter. **Proud2Bme:** Interactive youth website and community.





Sustaining Sponsorship Opportunities

- ★ \$200,000 Presenting Sponsor* (Exclusive)
- ★ \$100,000 Diamond Sponsor
- ★ \$75,000 Emerald Sponsor
- ★ \$50,000 Platinum Sponsor
- ★ \$25,000 Gold Sponsor
- ★ \$15,000 Silver Sponsor
- ★ \$10,000 Steel Sponsor
- ★ \$7,500 Bronze Sponsor

Funding from Sustaining Sponsorships and marketing 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): 20%;
- Membership / Treatment Referral Listings: 10%

Distribution of funds will be different for \$75,000, \$100,000 and \$200,000 levels and for special packages provided to non-treatment providers.

**Available to non-clinical businesses.*

Sponsor Benefits

\$200,000 Presenting Sponsor (OPEN)*

★ **All of the benefits of the \$100,000 Sponsor - PLUS**

Top listing as the Presenting Sponsor for NEDA 2013 Conference, NEDAwareness Week 2013 and all additional print and electronic communications. **Double booth** at the Annual NEDA Conference.

Exclusive Sponsor of the Parent, Family & Friends Newsletter, a publication offering unique articles on eating disorders from a wide array of contributors, including family members, clinicians and people in recovery. The initial launch of 50,000 will be printed and distributed to families, professionals and treatment centers. It is also available as an e-book.*

National Walk Presenting Sponsor:

Sponsor NEDA Walks throughout the country and receive recognition as the Presenting Sponsor (such as: Your Company Name presents the NEDA Walk) on posters, banners, signage, t-shirts, flyers and more, 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 2013):

Preferred seating for ten and recognition in the invitations, full page announcement in program and signage.

Proud2BMe Sponsor: Proud2BMe.org works to empower teens and young adults to cultivate self-confidence and leadership skills. Benefits include full page announcement in NEDA Conference program, optional exhibit booth and exhibitor badge for Proud2BMe events, promotional item (flyer or brochure) placed in the goody bag, website acknowledgement and signage at the event.

**Limited to non-clinical corporation, pending approval.*

\$100,000 Diamond Sponsor (OPEN)**

★ **All of the benefits of the \$75,000 Sponsor - PLUS**

Listing as the Diamond Sponsor for NEDA 2013 Conference, NEDAwareness Week 2013 and all additional print communications. **Double booth** at the conference.

National Walk Sponsor:

Sponsor NEDA Walks throughout the country and receive recognition on posters, banners, signage, t-shirts, flyers and more, 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.

Co-Sponsor of Educational Webinar series: Webinars cover a diverse array of topics for individuals, family members and friends affected by eating disorders. Sponsorship visibility is attached to each webinar and the website.

New York Spring Benefit Dinner (April 2013): Preferred seating for four and recognition in the invitations, full page announcement in program and signage at the event.

**Limited to 4 Diamond Sponsors

\$75,000 Emerald Sponsor (OPEN)

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

Listing as the Emerald Sponsor for NEDA 2013 Conference, NEDAwareness Week 2013 and all additional print communications. **Double booth** at the conference.

Conference Scholarship: Scholarships give individuals, families and students the opportunity to attend the annual NEDA Conference, viewed by many as a lifesaving event. Benefits include full page announcement in NEDA Conference program, optional exhibit booth and exhibitor badge for benefit event, promotional item (flyer or brochure) placed in the goody bag, website acknowledgement and signage at the event.

Exclusive Electronic Portal Sponsor – sponsorship listed on the home page of the electronic portal (website) provided to conference attendees with access to power points, handouts, outlines and other speaker materials. Benefit includes logo on PPT slide at conference opening, program listing and full page advertisement, exhibit booth and up to two additional conference attendees.

Co- Sponsor of Educational Webinar series: Covering a diverse array of topics for individuals, family members and friends affected by eating disorders.

New York Spring Benefit Dinner (April 2013): Preferred seating for two and recognition in the invitations, full page announcement in program and signage at the event.

\$50,000 Platinum Level

★ **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.*

Annual NEDA Conference, Washington D.C. (October 10 – 12, 2013)

- 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. Additional space, if available.

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

NEDA Newsletter – Half page public service announcement. Sponsor listings with appropriate articles.

\$25,000 Gold Level

★ **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*

Annual NEDA Conference, Washington D.C. (October 10 – 12, 2013)

- **Co-Sponsor the Thursday Evening Welcome Social**, along with other sponsors at this level. **(NEW!)**
 - **Named Meeting Room** 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. Sponsor listings with appropriate articles.

\$15,000 Silver Level **(OPEN)**

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

Annual NEDA Conference, Washington D.C. (October 10 – 12, 2013)

- **Full Page Color Advertisement** - in conference program
- **Exhibit booth** in high visibility location and four waived registrations (including exhibitor badge)
- **Sponsor the hotel keycards, conference scholarships, or special promo item** (ex: water bottle) for all attendees.
- Special conference signage (Ex: registration desk or lobby banner)
- Logo and special recognition in conference program
- PowerPoint slide with your logo displayed during the conference opening

National Eating Disorders Awareness Week

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

NEDA Newsletter – One-eighth of a page, public service announcement. Sponsor listings with appropriate articles.

\$10,000 Steel Level

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

Annual NEDA Conference, Washington D.C. (October 10 – 12, 2013)

- **Co-Sponsor Friday Evening Networking Social**, along with other sponsors at this level.
- **Exhibit booth** and 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 Level

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

Annual NEDA Conference, Washington D.C. (October 10 – 12, 2013)

- **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 in conference packet or tote bag to all attendees – *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
- One-page (8.5X11) color flyer about your organization to be included in Coordinator Kits
- 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, including 150 word description, hotlink with logo and/or graphic on your webpage.

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: 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

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

Sponsor Levels:

- \$200,000 Presenting (OPEN)
- \$75,000 Emerald (OPEN)
- \$25,000 Gold
- \$10,000 Steel
- \$100,000 Diamond (OPEN)
- \$50,000 Platinum
- \$15,000 Silver
- \$7,500 Bronze

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"/> Payment in full		<input type="checkbox"/> Quarterly payments		<input type="checkbox"/> Monthly payments	
<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. Please note that while NEDA values input from Sustaining Sponsors, they will not dictate governance or programming issues. Although these sponsorships are intended to be annually renewable, NEDA cannot guarantee that benefits and acknowledgment opportunities will remain the same each year. **The Sustaining Sponsor may be required to meet print deadlines in order to claim certain benefits.** Location, size and order of sponsor listings, exhibit booths, etc., will be determined by size of contribution. This offer includes NEDA's 2013 Conference, as well as National Eating Disorders Awareness Week 2013. Good through December 31, 2012.

Please contact Leslie Keeton; lkeeton@nationaleatingdisorders.org for more information.