We are the largest community for future dietitians!

- 29.2k Instagram followers
- 14.5k Newsletter subscribers
- 22.7k LinkedIn connections

All Access Dietetics was founded in 2008 by Jenny Westerkamp, RD, CSSD. Since then, the company helped thousands of future dietitians get matched to a dietetic internship, pass the RD exam, and launch their career. Along the way, they’ve built a reputation as the go-to community and resource for aspiring dietitians.

Contact:

Jenny Westerkamp, RD
CEO
jenny@allaccesdietetetics.com
allaccesdietetetics.com
Some of our previous partners...

- OLIPOP
- Swerve
- VP
- Quaker
- a2
- HONEY STINGER
- Orgain
- Forager
- National Peanut Board
- NDC
- DIETITIAN Boss
- nutribullet
- DripDrop ORS
- cheribundi
- dietitianconnection
- AstaReal
- ZENB

Partner Wins!

- RD2BE Summit 2021 Sponsors had exposure to 1800+ registrants
- Study Snacks Cookbook 2021 sponsors reach 1200+ downloads
- Mushroom company gets >470 ebook downloads
- Gut healthy beverage company gets 80 surveys filled out
- Dairy free company gets 140 new email subscribers
- Sweetener company gets 503 views on partnered webinar video
- Plant-based food company gets 300+ new subscribers to email list
A La Carte Menu

EMAIL MARKETING

**Dedicated Email - (Most popular!)**
A one-time dedicated email to all segments of email list (students, interns, dietitians). Sent with logo, links, photos, and program messaging. **$3000**

**Weekly Newsletter Feature** - Ad block feature in weekly newsletter sent to all segments of email list (students, interns, dietitians). Includes logo, links, photos, and 3-5 sentences program copy. **$1750**

SOCIAL MEDIA MARKETING

**Instagram, Facebook, & LinkedIn Post** - Static carousel post with up to 10 slides. Included with logo, photos, 3-5 sentences copy, and links. Posted on Instagram, Facebook page, and Founder’s LinkedIn feed. **$1500**

**Instagram Reel** - Reel video produced by AAD.Posted in feed and stories. Caption includes 3-5 sentences copy and links. Video can be used by brand as well. **$2000**

**Instagram Story Cards** - Up to 5 story cards about program, directing people to either the feed post and/or reel. Brand account tagged and links included. **$500**
DEAR FUTURE DIETITIAN PODCAST

- Weekly Newsletter Email Feature with logo, product/brand photos, 1 sentence brand copy, social/website links
- LinkedIn post about episode and sponsor on the founder's profile with tags, 1 sentence brand copy in caption, logo on image
- Instagram and Facebook Post about episode and sponsor on our feed with tags, 1 sentence brand copy in caption, logo on image
- Instagram Story Cards with mentioning and program tagged
- Podcast Commercial (1 minute mid-roll)
- Show Notes mention with 3-5 sentence copy and link
- Episode feature: If 3+ episodes sponsored, 1 episode can be a podcast episode featuring brand dietitian or other representative

$1500 per episode

RD2BE SUMMIT VIRTUAL CONFERENCE (AUGUST 2023)

The 2nd annual virtual RD2Be Summit is August 1 and 2 2022. Last year's summit attracted 1886 registrants from every state.

- Instagram Post with logo and tagged in "Meet the Sponsors" post
- Instagram Story Cards mentioning brand as sponsor, account tagged
- Facebook Post with logo and account tagged
- LinkedIn Post with sponsors' logos and account tagged
- Email Feature mentioned along with other sponsors with 2-3 sentences of promotional copy with link and logo in email
- Registration Page Logo and content in "Meet the Sponsors" section
- Attendee Summit Toolkit spot to share downloads, links, assets.
- Introduction Commercial Before Session (2 min) with video to play for commercial; At end of session sponsor mentioned again.

$3000 with commercial; $2000 without commercial
SPONSORED GIVEAWAY

- Dedicated email promoting giveaway with logo, product/brand photos, 3-5 sentence brand copy, social/website links
- LinkedIn post about giveaway and sponsor on the founder's profile with tags, 1 sentence brand copy in caption, logo on image
- Instagram and Facebook Post about giveaway and sponsor on our feed with tags, 1 sentence brand copy in caption, logo on image
- Instagram Story Cards with mentioning and brand tagged
- Entry form includes option or requirement to sign up for brand newsletter; Email list shared post-giveaway;

$4500
## Discounted Packages

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<thead>
<tr>
<th>Package</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
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<tr>
<td></td>
<td>$8000</td>
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<tr>
<td></td>
<td>Save $3500</td>
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<table>
<thead>
<tr>
<th>Service</th>
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<td>Dedicated Email</td>
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<td>Podcast Episode</td>
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<tr>
<td>RD2BE Summit</td>
<td>✔️ (with commercial)</td>
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"Working with All Access Dietetics for the brand partnership was a very smooth experience! They made it so easy, we just provided a bit of information about us and they did all the work. We had over 100 new people added to our list, and it was a great experience working together to spread the word about starting and growing a successful private practice."

Dietitian Boss