



*Reach the next generation of registered dietitians*



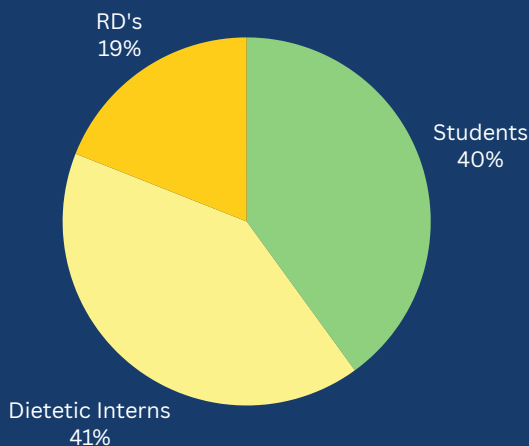
36k

Instagram Followers



23k

Email Subscribers



## NEWSLETTER AD - \$1500

Dedicated block in our weekly/monthly newsletter to one or all segments of email list (students, interns, dietitians). Includes 5 Instagram story cards. Content includes logo, links, photos, and program messaging.

## SOCIAL POST - \$2000

Carousel post (up to 10 images) posted to our Instagram, Facebook, and LinkedIn with brand tagged and 3-5 sentences of copy in the caption about the brand. Customized call to action.

## DEDICATED EMAIL - \$3000

A one-time dedicated email to one or all segments of email list (students, interns, dietitians). Sent with logo, links, photos, and brand messaging.

### BUNDLE OPTIONS

- Newsletter Ad, Social Post: \$3000
- Newsletter Ad, Dedicated Email: \$4000
- Social Post, Dedicated Email: \$4000
- 2 Social Posts: \$3500
- 2 Dedicated Emails: \$5500

### ADDITIONAL \$500 FOR EMAIL CAPTURE

## SPONSORED GIVEAWAY - \$4000

Dedicated Email promoting giveaway with logo, product/brand photos, brand copy, social/website links.

Social Post about giveaway and sponsor with logo and tag, product/brand photos, brand copy, customized call to action per platform (Instagram, Facebook, LinkedIn).

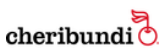
5 Instagram Story Cards and brand tagged.

Giveaway entry form includes acknowledgement of receiving future communication from brand.

### Our past partners...



Investigate  
Communicate  
Collaborate



## EVENT SPONSORSHIPS

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### 2024 RD2BE SUMMIT - \$3000

The 4th annual virtual RD2BE Summit will be held in August 2024.

In 2023, we had over 2,800 registrants from all 50 states and expect more than 3,000 this year!

- Social post with logo, brand images and copy and brand account tagged (Instagram, Facebook, LinkedIn, TikTok).
- Instagram Story Cards mentioning brand as sponsor, account tagged.
- Dedicated social post with list of event sponsors, 2-3 sentences of promotional copy, logo, and image(s).
- Dedicated email with list of event sponsors, 2-3 sentences of promotional copy, customized links, logo, and image(s).
- Highlight on event registration page.
- Feature on 'Meet the Sponsors' page with 2-3 sentences of promotional copy, customized links, and logo.
- Customized Virtual Booth (logo, brand copy, links, images, call to action, giveaway etc)
- Dedicated sponsorship and highlight during one event session (up to 2-minute video commercial, brand highlighted at beginning and end of session).
- *If not interested in 2-minute commercial and dedicated highlight during event session, sponsorship is \$2000.*
- *Email capture not available for add-on (virtual booth and custom links to capture emails).*

### DIETITIAN DREAM JOBS EVENT SERIES - \$2000

Our highly-anticipated event series of 2024! Launching Spring 2024 with a kickoff event, followed by 7-10 events featuring accomplished registered dietitians. Our registrations for this event last year surpassed 500 both times (500+ potential nutrition professional contacts for your email list if choosing to capture emails)!

- Includes logo and brand copy in all marketing of the event and an ad placement (1-min commercial).
- 1 hour virtual events with sponsorship opportunities available (full series sponsorship can be discussed).
- Participants will hear from dietitians in a variety of settings including but not limited to clinical, private practice, athletics, university, PR/communications, corporate, entrepreneurship, and more.
- This may be of particular interest if your brand or company has a focus in one of these specialty areas.
- *Additional \$500 for email capture.*



ALL ACCESS DIETETICS was founded in 2008 by Jenny Westerkamp, RD, CSSD. Since then, the company helped thousands of future dietitians get accepted into dietetics programs, pass the RD exam, and launch their careers. Along the way, we've built a reputation as the go-to community and resource for aspiring dietitians.

CONTACT: Emily Merklen MS, RD | [emily@allaccessdietetics.com](mailto:emily@allaccessdietetics.com)



## SAMPLE CAMPAIGNS & INSIGHTS

### NEWSLETTER AD

AVERAGE TOTAL CLICKS: 324

LINKS CAN INCLUDE BRAND WEBSITE, WEBINARS, GIVEAWAYS, PRODUCT HIGHLIGHTS, ETC

**Giveaway!**

So many RD2BE's have made connections online and feel supported and motivated by others from afar. With all of these virtual connections, our in-person moments have become so precious to us and we look forward to them every chance we get.

Wyman's is celebrating these connections with a giveaway!

**Follow These Rules + Enter Here!**

Enter to win a Dietitians Gone Wild Blueberries Kit with everything you need for being together again. Here's to Wyman's celebrating dietitians going wild blueberries!

**UD APPROVED PRODUCT HIGHLIGHT: PRIMAL KITCHEN AVOCADO OIL**

If you haven't figured out your New Year's appetizer plans yet, [Primal Kitchen Avocado Oil](#) is here to save the night.

his premium Avocado Oil handles high-heat cooking like a champ. PLUS, their new beautiful avocado Oil packaging makes the perfect kitchen counter companion. Use it to whip up the mouthwatering appetizer recipes below—and wrap a bow around an extra bottle for the perfect host gift.

- Recipe #1: Pulled Pork Sweet Potato Sliders
- Recipe #2: Roasted Broccoli with Cheese Sauce
- Recipe #3: Cauliflower "Crab Cakes" with Mayo
- Recipe #4: Spicy Chorizo Stuffed Jalapeño Peppers

**PRIMAL KITCHEN**

CLICK HERE + USE CODE ALLACCESS20 FOR 20% OFF

This advertisement is sponsored by Primal Kitchen. All Access Dietetics partners with brands, organizations, community boards, programs, and more to share information to future dietitians and practicing dietitians, including but not limited to events, continuing education opportunities, and nutrition research. All Access Dietetics is not responsible for the content of ideas that are linked external to the All Access Dietetics website.

**Brand Highlight**

**LIFE EXTENSION**

Life Extension has been translating scientific research for over 40 years into premium, clinically studied vitamins and supplements.

Life Extension focuses on:

- Quality. High control standards have earned them Good Manufacturing Practice (GMP) registration from NSF International.
- Purity. Sourcing only the best raw materials for their nutritional supplements.
- Potency. Constant scrutiny of published scientific findings are used to establish optimal dosages for maximum benefit and to substantiate ingredient benefits and efficacy of formulations.

Click here to access a robust digital library of health protocols that are steeped in the latest research.

### SOCIAL POST

AVERAGE ACCOUNTS REACHED: 10.2K

AVERAGE SAVES: 73

AVERAGE SHARES: 26

New research from the University of South Australia shows that undergraduate university students who consumed 2oz. of walnuts per day had:

All of Forager Project's products are dairy-free, gluten-free, vegan, certified organic, and rich in probiotic goodness.

ALL ACCESS DIETETICS x Forager Project

Forager Project's unique blend of live and active cultures creates amazing taste and texture that can be used in a variety of ways.

ALL ACCESS DIETETICS x Forager Project

Set up your profile

Explore the app

Potentially match with clients

A WEBINAR FOR DIETITIANS

How to Navigate the Supplement Industry

DESIGNS FOR SPORT x ALL ACCESS DIETETICS

Learn how the supplement industry IS regulated

DESIGNS FOR SPORT

Recommend supplement with confidence

DESIGNS FOR SPORT

'Because being a nutrition expert includes being a supplement expert.'

JENNY WESTERKAMP, RD  
FOUNDER OF ALL ACCESS DIETETICS  
PRO TEAM NUTRITION CONSULTANT

then you have to stop by the wildwonder booth #342 to try some for yourself

esserEvil is on a mission to make healthier, less processed, earth-friendly snacking accessible to everyone.

POPCORN

regardless of the country it comes from

**SAFER**

LGMA connect

Head to their website [www.lgma.ca.gov](http://www.lgma.ca.gov) to learn more about lettuce safety! harvesters.

VISIT THE RESOURCE LIBRARY



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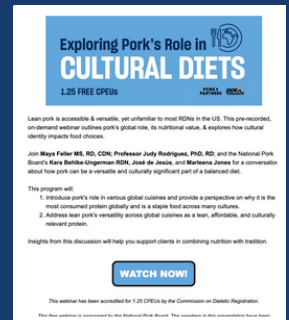
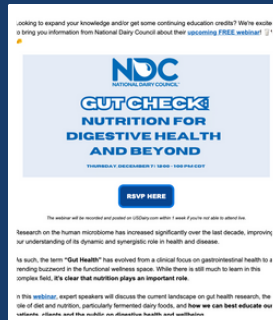
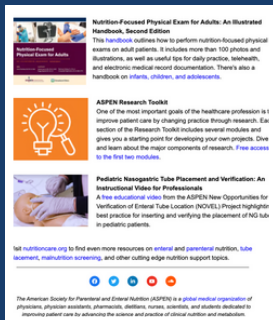




## SAMPLE CAMPAIGNS & INSIGHTS

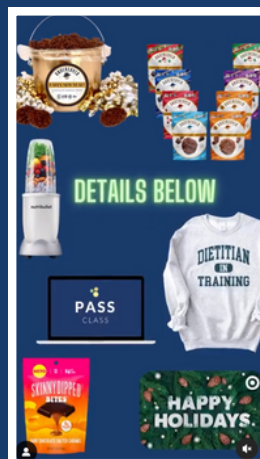
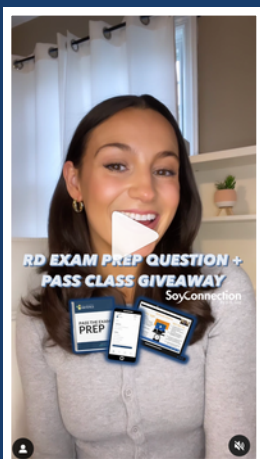
### DEDICATED EMAIL

AVERAGE OPEN RATE: 55.84% (total), 36.15% (unique)  
AVERAGE CLICK RATE: 2.12% (total), 1.67% (unique)



## SPONSORED GIVEAWAY

AVERAGE ACCOUNTS REACHED: 7.1K  
AVERAGE ENTRIES: 141



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### EVENT SPONSORSHIP

#### Dietitian Connection

When you become a DC member (it's FREE to join), you'll unlock access to a world of resources and continuing education opportunities including our web event series with FREE CEU, Dietitian to Dietitian, hosted by NBC's Today Show nutrition and health expert Joy Bauer.

[RETURN TO SUMMIT TODAY!](#)

#### EXPLORE

##### Dietitian Connection Website

**GIVEAWAY! ENTER TO WIN A \$50 AMAZON GIFT CARD**

For your chance to win one of two \$50 Amazon gift cards, simply register and watch an episode of our accredited webinar series, Dietitian to Dietitian. Be sure to visit this page to review our terms and conditions before entering.

Entry Period begins on Monday, August 7, 2023 at 12:01 a.m. Eastern Time (ET) and ends on August 13, 2023 at 11:59 p.m. ET the "Sweepstakes Entry Period".

Dietitian Connection is a vibrant community of like-minded professionals seeking to engage, inspire and educate one another. We've become the trusted daily source of inspiration and learning for busy nutrition leaders — like you. We are committed to raising the VOICE of dietitians and creating more IMPACT as a profession by providing free professional development that encourages growth, education and connection. Our community and our content will inspire you, connect you — and open your mind to new possibilities. And in today's challenging job market and business climate, this is an advantage.

[Dietitian Connection Website](#)

#### SPONSOR DETAILS

- Dietitian Connection RD2BE Summit Commercial
- About Dietitian Connection
- Connect with Dietitian Connection

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#### culturd

Cofounded by a Registered Dietitian, culturd recognizes the power of nutrition to transform health and overall quality of life. As first- and second-generation Americans, culturd's founders also appreciate how culture influences every aspect of life, including traditions, communication styles, and above all else food! We understand that nutritional guidance is not "one size fits all" and that traditional dietetic training often does not fully account for culturally diverse cuisines and practices. culturd seeks to bridge the gap between the demand for diverse expert nutrition guidance and the supply of that expertise tailored to an individual's culture.

#### Vital Proteins

Vital Proteins® is here to help make the most of every moment, every day. Because we know that feeling our best, looking our best and performing our best starts from within. Wellness is a journey and we're here to support you every step of the way. As the leader in collagen, our mission is to empower everyone to live a full, vibrant life.

### Vital Proteins Sponsor Commercial



allaccessdietetics

#### 3RD ANNUAL

# RD2BE SUMMIT

## SPONSORS

MONDAY AUGUST 7 & TUESDAY AUGUST 8

ALL ACCESS DIETETICS

ALL ACCESS DIETETICS

Hi %FIRSTNAME%,

In just **ONE week**, you'll have the opportunity to interact with these innovative brands, companies, and dietetics programs at our **3rd Annual RD2BE Summit!**

We can't thank them enough for elevating our event with freebies, coupons, giveaways, and more. Click on the logos below to learn more about each sponsor! 🌟

Founded in 1994, at Bio-K Plus our mission is to deliver science-powered wellness and empower consumers to take control of their well-being by setting the gold standard in probiotics. We want to provide everyone with the right probiotic to ease their gut concerns and increase their overall well-being. We can promise that our products are always supported by cutting-edge knowledge, scientific innovations and over 20 years of clinical research. We inspire well-being. It's who we are and it's in everything we do.

PepsiCo Health & Nutrition Sciences (H&NS) is the bridge between nutrition research and global business goals at PepsiCo. The H&NS team is made up of nutrition professionals who lead the interpretation of the latest science linking nutrition, diet and health, striving to advance nutrition and PepsiCo's sustainability agenda across its diverse portfolio.

#### THANK YOU TO OUR AMAZING SPONSORS!



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## DIRECT RESULTS & WINS

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*“Working with All Access for the brand partnership was a very smooth experience! They made it so easy, we just provided a bit of info 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*

*“We are interested in participating in the Annual Summit again this year! The client is very interested in continuing the relationship with AAD, and we are excited to explore ways to bring value to your audience!”*

*-PepsiCo Health & Nutrition Sciences*

*“We had two internship candidates refer the All Access Dietetics IG post. Your KPIs were insightful and we believe the campaign was helpful in promoting both the internship and our organization as a whole!”*

*-National Dairy Council*

*“These are impressive metrics! Thank you for your partnership and support of our resources. I wanted to send my gratitude for your seamless collaboration and hope to stay in touch as our planning for next year approaches.”*

*-Quaker Oats*



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