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.
EVENT SPONSORSHIPS

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
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DIRECT RESULTS & WINS

“We 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