



# Sponsorship Opportunities

Malnutrition Awareness Week™



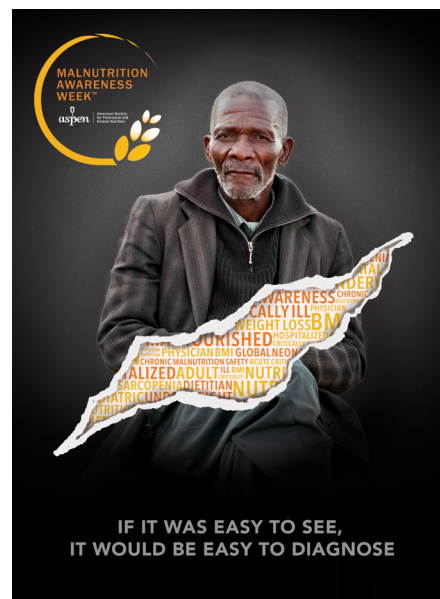


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Malnutrition Awareness Week™ Advertisements

# Welcome

Dear ASPEN Corporate Partners:

The American Society for Parenteral and Enteral Nutrition (ASPEN) invites you to join us in promoting **Malnutrition Awareness Week™ 2017** by becoming an official supporter through our sponsorship program. For the past 40 years, ASPEN has focused on reducing the incidence of malnutrition in hospitalized patients worldwide.

Malnutrition Awareness Week™ educates healthcare professionals about the need to consider assessing and intervening earlier and informs the public of the need to learn their nutritional status and advocate for optimal nutrition care. This year's campaign will be held September 18-22, 2017. The week will feature valuable education programming and resource dissemination to help clinicians and the general public understand this often poorly diagnosed condition.

Together we can strengthen the life-saving message of addressing malnutrition for patients around the world. This year, we've added new and unique opportunities for our supporters to help bring more attention to this critical issue.

This brochure lists exciting sponsorship opportunities and benefits for Malnutrition Awareness Week™. Join with us to improve the nutrition care of patients everywhere. Please contact Valerie Mickiewicz at [valeriem@nutritioncare.org](mailto:valeriem@nutritioncare.org) to discuss your sponsorship.

Sincerely,

Debra S. BenAvram, FASAE, CAE  
Chief Executive Officer, ASPEN

# Sponsorship Tiers

## CHAMPION LEVEL SPONSORSHIP \$25,000

Skyscraper advertisement and sponsor company's logo on the Malnutrition Awareness Week™ landing page (up to two companies).

**Your choice of THREE of the following items:**

## EDUCATOR LEVEL SPONSORSHIP \$15,000

Sponsor company's logo on the official Malnutrition Awareness Week™ adult poster. Available in English or Spanish.

OR

Sponsor's logo on the official Malnutrition Awareness Week™ Pediatric Poster. Available in English or Spanish. (\$10,000 if purchased alone.)

**Your choice of TWO of the following items:**

## PROMOTER LEVEL SPONSORSHIP \$10,000

Sponsor company's logo on the official Malnutrition Awareness Week™ Schedule of Events.

**Your choice of ONE of the following items:**

### \_\_\_\_\_ **Banner on ASPEN's Home Page**

Include your company logo on the rotating Malnutrition Awareness Week™ branded banner (limited to three companies. Available on a first come, first served basis.)

### \_\_\_\_\_ **Newsletter**

An acknowledgment in the Malnutrition Awareness Week™ recap of the fall/winter issue of *Insight*.

### \_\_\_\_\_ **Brand Exposure**

Your logo to be included in a Malnutrition Awareness Week™ journal advertisement printed in the September issue of *Journal of Parenteral and Enteral Nutrition (JPEN)*.

### \_\_\_\_\_ **Email Communications**

Your logo to be included in three (3) standalone promotional emails about Malnutrition Awareness Week™.

### \_\_\_\_\_ **Blog Post**

Acknowledgment and logo placement in ASPEN's Food for Thought blog.

### \_\_\_\_\_ **Press Release**

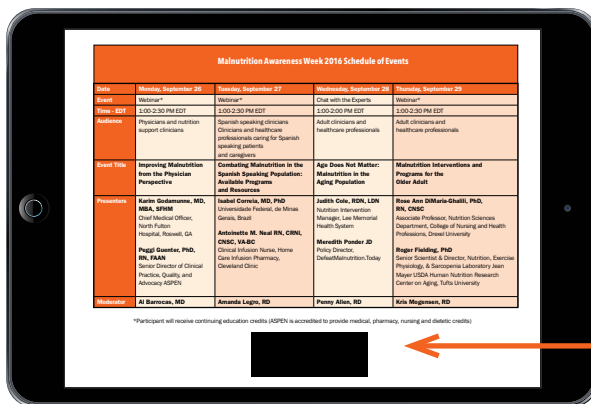
Acknowledgment in a press release that is delivered to various media outlets, including Huffington Post, Physicians News Digest, and Pharmacy Practice News.



# Sponsorship Placement



**Malnutrition  
Awareness  
Week Landing  
Page Skyscraper  
Advertisement  
160px x 140px**



**Your company logo on the Malnutrition Awareness Week Schedule of Events menu**



**Your company logo placed on the rotating banner (870px x 337px) on the ASPEN home page**

# Sponsorship Placement

As an important step toward raising awareness about malnutrition and promoting ASPEN's Malnutrition Awareness Week™, the ASPEN Malnutrition Committee created informative consumer posters, entitled Ask About Your Nutrition and Ask About Your Child's Nutrition which are available in English and Spanish.

Your company logo placed on these malnutrition awareness posters (8.5 in. x 11 in.)

