





# 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:**

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### 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.)

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### Newsletter

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

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### 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)*.

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### Email Communications

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

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### Blog Post

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

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### 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.)

**ASK ABOUT YOUR NUTRITION**

Are you or your loved one experiencing any of these?

- UNPLANNED WEIGHT LOSS
- LOSS OF APPETITE
- NOT ABLE TO EAT OR ONLY ABLE TO EAT SMALL AMOUNTS
- FEELING WEAK OR TIRED
- SWELLING OR FLUID ACCUMULATION

If you or your loved one have any of these problems, ask about your nutrition! Nutrition is important to your recovery and has been shown to promote positive outcomes. Ask if you can be evaluated by a registered dietitian or nutrition support clinician.

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**ASK ABOUT YOUR CHILD'S NUTRITION**

Is Your Child Experiencing Any of These?

- Weight Loss Slow Weight Gain Underweight
- Not Growing Longer or Taller
- Eating Less Than Usual
- Tube Feeding or Special Diet
- Less Active Less Playful

Gaining Too Much Weight Overweight

Not Outgrowing His/Her Clothes

No Interest in Eating

Not Eating Well Due to Stomach Problems

Sleeping More than Usual

NUTRITION IS AN IMPORTANT PART OF YOUR CHILD'S HEALTH, GROWTH, AND DEVELOPMENT. If your child has any of these problems, ask if he or she can see a registered dietitian or nutrition support clinician.

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**Preguntas Acerca de su Nutrición**

¿Está usted o algún ser querido experimentando alguno de estos síntomas?

- ¿pérdida de peso inexplicable?
- ¿Pérdida de apetito?
- ¿no puede comer o solo puede comer en pequeñas cantidades?
- ¿sensación de debilidad o cansancio?
- ¿acumulación de fluido o hinchazón?

Si usted o un ser querido tiene alguno de estos problemas, pregunte acerca de su nutrición! La nutrición es importante para su recuperación y se ha demostrado que promueve resultados positivos. Pregunte si puede ser evaluado por un especialista en nutrición clínica o dietética certificado.

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**Pregunte Por la Nutrición de su Hijo**

¿Su hijo experimenta alguno de estos?

- pérdida de peso bajo peso o aumento lento de peso
- no está creciendo no aumenta de altura
- come menos que habitual
- tiene dietas especiales Se alimenta por sonda
- menos activo menos actividad lúdica

aumentar demasiado de peso exceso de peso

No aumenta de talla en su ropa

no le interesa comer

no come bien por problemas estomacales

duerme más de lo habitual

LA NUTRICIÓN ES UNA PARTE IMPORTANTE DE LA SALUD, CRECIMIENTO Y DESARROLLO DEL NIÑO. Si su hijo presenta alguno de estos problemas, pregunte si pueden ser atendidos por Médico nutriólogo o nutricionista registrados

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