

Sponsorship Opportunities

Event : How to Start & Grow Your RDN Practice

Date: Saturday, March 15, 2025

Location: Loyola Marymount University

Address: 1 Loyola Marymount University Dr, Los Angeles, CA 90045

Hosted by: Dietitians for a Healthier
American & In Partnership with
Naturally LA

Event Overview

Join us for an empowering event tailored to dietitians looking to start or grow their private practices. This full-day conference offers expert-led sessions, actionable insights, and opportunities to connect with peers and industry leaders. Attendees will leave with practical tools to enhance their practice and improve patient outcomes.

Event Schedule

9:00 AM – 10:00 AM: Arrival + Networking + Booths + Breakfast

10:00 AM – 10:20 AM: Welcome + DHA Efforts

10:30 AM – 11:30 AM: Start Your Practice

11:40 AM – 12:40 PM: Gratitude Journal + Meditation

12:40 PM – 2:10 PM: Lunch + Networking + Booths

2:20 PM – 3:20 PM: Grow Your Practice

3:30 PM – 4:30 PM: Credentialing Through Insurance

4:30 PM – 6:00 PM: Booths + Networking

About the Audience

The event will host 100–150 dietitians, including:

- Early-career dietitians building private practices.
- Established practitioners looking to scale their businesses.
- Specialists in clinical nutrition, community health, and wellness coaching.

Dietitians attending this event are highly engaged professionals committed to improving public health and advancing their careers.

Opportunities for Sponsors

Why Sponsor This Event? Sponsoring this event provides unparalleled access to a targeted audience of influential dietitians. These professionals directly impact consumer habits and purchasing decisions, making this event an ideal opportunity to showcase your brand.

Sponsorship Opportunities

- **Breakfast Sponsor (\$1,000):** Recognition at the breakfast station, plus logo placement on signage.
- **Coffee Sponsor (\$1,000):** Branding at the coffee station with logo placement and signage.
- **Snack or Drink Sponsor (\$1,000):** Branding at the snack table during the Gratitude Journal session.
- **Dessert Table Sponsor (\$1,000):** Featured branding at the dessert station during lunch.
- **Title Sponsor (\$5,000):** Exclusive recognition, including prominent logo placement on all event materials, a speaking opportunity, co-branding in the event title, a booth, and logo placement on attendee t-shirts. Additional perks include product integration, a branded booth zone, and continuous acknowledgment throughout the event.
- **Exhibitor Booth Sponsor (\$1,000):** Includes a branded booth with a table, linens, and the opportunity to distribute materials to attendees.

Engagement Times: Sponsors will see the highest engagement during these times:

- **Arrival (9:00 AM – 10:00 AM)**
- **Lunch (12:40 PM – 2:10 PM)**
- **Networking (4:30 PM – 6:00 PM)**

To maximize your impact, consider sponsorships that integrate directly into the event schedule. If you don't see any opportunity that fits within your brand's scope, please let us know and we are open to finding an activation that works with your brand.

What to Expect

- A full day of education, networking, and inspiration.
- Expert-led sessions focused on launching and scaling private practices.
- Breakout opportunities for sponsors to connect with attendees in meaningful ways.

Return on Investment

Partnering with dietitians in private practice offers a unique and valuable opportunity for brands to build long-term trust and loyalty among consumers:

- **Direct Patient Referrals:** Each dietitian typically sees **10–40 patients per month** in their early years, growing to **80–100 patients per month** as their practice expands. Your brand can gain consistent exposure through trusted recommendations from healthcare professionals.
- **Ripple Effect Through Word-of-Mouth:** Once a patient experiences positive results with a recommended product, they often share their success with friends and family. These referrals carry extra weight because the patient can confidently say, *“This is what my dietitian recommended to me.”* This creates a powerful network effect, amplifying your brand's reach organically.
- **Long-Term Influence:** Dietitians play a pivotal role in shaping patient habits and purchasing behaviors. Patients are more likely to trust and consistently use products endorsed by their healthcare provider, building sustained consumer loyalty.
- **Targeted Audience:** Dietitians refer products tailored to their patients' individual needs, ensuring your brand reaches consumers who are actively seeking solutions that align with their health and wellness goals.
- **Expanding Impact:** As private practices grow, so does your brand's visibility. A single dietitian can influence hundreds of patients over the course of a year, creating a multiplying effect as your product becomes a trusted part of their recommendations.

This event connects your brand with highly engaged dietitians, empowering them with the tools and resources to recommend your products effectively, while simultaneously fostering authentic connections between your brand and their patients.

Additional Details

About DHA: Dietitians for a Healthier America (DHA) is a nonprofit dedicated to empowering dietitians to improve public health through innovative tools, education, and advocacy.

Location & Logistics: The event will be held at Loyola Marymount University, offering easy access for attendees with ample parking and public transit options.

Attendee Swag: Sponsors are encouraged to contribute to attendee swag bags, ensuring your brand stays top-of-mind long after the event.