



Sponsorship & Support Brochure

Malnutrition Awareness Week™ September 26 – 30, 2016



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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 observing **Malnutrition Awareness Week™ 2016** by becoming an official sponsor of this important campaign through our sponsorship program. For the past 40 years, ASPEN has been focusing on reducing the incidence of malnutrition in hospitalized patients worldwide. Malnutrition Awareness Week™ offers a dedicated week to raise awareness among healthcare professionals about malnutrition, and to educate them on the need to assess patients for early intervention. The week will be held September 26-30, 2016.

Since its inception in 2012, Malnutrition Awareness Week™ has had thousands of healthcare professionals, patients, and caregivers participate in events and accessed malnutrition resources. Together with our supporting organizations, last year's campaign exceeded expectations on many levels:

- Malnutrition Awareness Week™ was listed, for the first time, on the U.S. National Health Observances Calendar
- Registrations for two webinars and two chats with the malnutrition experts increased by 250%
- Five Congressional representatives officially discussed Malnutrition Awareness Week™ in The Congressional Record last September
- A Twitter Town Hall engaged many organizations and individuals from around the globe, reaching nearly 188,000 accounts and garnering more than two million impressions

Our collective voices strengthen the important message of addressing malnutrition for patients around the world. This year, we've added new and unique opportunities for sponsors to help bring more attention to this critical issue.

Please read the enclosed brochure for a complete list of sponsorship opportunities and benefits for Malnutrition Awareness Week™. We look forward to partnering with your organization to expand our collective impact on the nutrition care of patients everywhere.

Sincerely,

Valerie Mickiewicz
Corporate Relations and Conferences Manager

Sponsorship Tiers

PREMIER LEVEL SPONSORSHIP \$25,000

Skyscraper advertisement and sponsor company's logo on the Malnutrition Awareness Week™ 2016 landing page (\$20,000 if purchased alone) (up to two companies)

Sponsor's logo on TWO of the following items:

- **Banner on ASPEN's home page:** Rotating Malnutrition Awareness Week™ branded banner (limited to three companies. Available on a first come first serve basis.)
- **Newsletter mention** – an acknowledgement in the Malnutrition Awareness Week™ recap of the fall/winter issue of Insight.
- **Brand exposure** in the September issue of *Journal of Parenteral and Enteral Nutrition*. Your logo to be included in a Malnutrition Awareness Week™ journal advertisement. Logo due to ASPEN no later than July 13
- **Email communications** – Your logo to be included in three (3) standalone promotional emails about Malnutrition Awareness Week™
- **Blog post** acknowledgment and logo placement in in ASPEN's Food for Thought blog: <http://blog.nutritioncare.org/>
- **Storify** acknowledgment and logo placement at the end of Malnutrition Awareness Week™

PRESENTING LEVEL SPONSORSHIP \$15,000

Sponsor company's logo on the official Malnutrition Awareness Week™ 2016 Adult Poster. Available in English or Spanish (\$10,000 if purchased alone)

OR

Sponsor company's logo on the official Malnutrition Awareness Week™ 2016 Pediatric Poster. Available in English or Spanish. (\$10,000 if purchased alone)

Sponsor's logo on TWO of the following items:

- **Banner on ASPEN's home page:** Rotating Malnutrition Awareness Week™ branded banner (limited to three companies. Available on a first come first serve basis.)
- **Newsletter mention** – an acknowledgement in the Malnutrition Awareness Week™ recap of the fall/winter issue of Insight
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SUPPORTING LEVEL SPONSORSHIP \$10,000

Sponsor company's logo on the official Malnutrition Awareness Week™ 2016 Schedule of Events (\$5,000 if purchased alone)

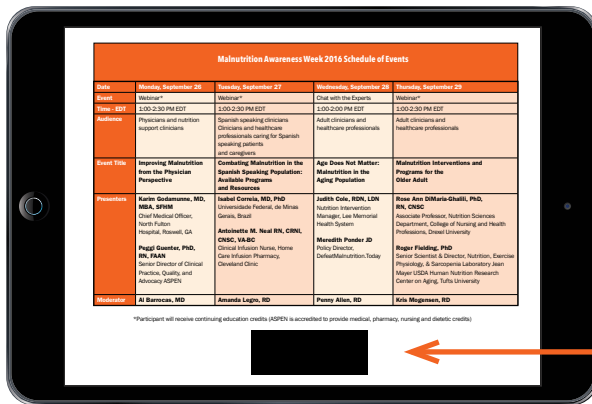
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Sponsorship Placement



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.

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 the Ask About Your Child's Nutrition which are available in English and Spanish.

Your company logo placed here on this pediatric malnutrition awareness poster (8.5in x 11in).

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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