

**DISTRICT OF COLUMBIA METROPOLITAN AREA DIETETIC ASSOCIATION
SPONSORSHIP POLICY**

APPROVED, NOVEMBER 18, 2013

RATIONAL FOR POLICY:

The District of Columbia Metropolitan Area Dietetic Association (DCMADA) is committed to providing qualified speakers and sponsoring seminars on food and nutrition issues for professional and community groups; conducting conferences to promote continuing education of its membership and allied health professionals; and functioning as a reliable nutrition information resource for the public. DCMADA is also committed to controlling costs and thus may seek out sponsorship from companies, organizations, and/or individuals to assist in offsetting the cost of our work. The following information and policies are provided to assist members of the Board of Directors (BOD) in considering and accepting offers for sponsorship on behalf of DCMADA that are in keeping with DCMADA's mission statement.

POLICIES AND PROCEDURES:

- A. A Sponsorship Committee (SC) to include the President-Elect, CPI-Chair, CPI-Chair Elect, PR Representative, and one other DCMADA Board of Directors member should be formed at the beginning of each year.
- B. The SC must approve in advance the solicitation of funds, goods, services, or meeting space from outside sources by any representative of DCMADA.
- C. Offers of external funding must be reviewed by the SC and final approval of the Executive Board must be granted before such offers are accepted. Requests for sponsorship approval must include background information (see item D below) about the sponsor.
- D. Sponsors, partners, exhibitors, donors, and speakers must directly support DCMADA's mission. In determining whether this is the case, the SC will consider the following questions about each potential sponsor:
 - Does the sponsor support/sell nutritional products or services that are backed by sound scientific evidence?
 - Does the sponsor represent a food category or nutrient rather than a specific product or brand name?
 - Does the sponsor employ Registered Dietitians?
 - Is the sponsor truthful and fact-based in their communications with consumers?
 - Does the organization provide continuing education opportunities for Registered Dietitians?
 - Will the funds, goods, services, or meeting space be used to provide an educational opportunity for DCMADA or the public?
 - Has the organization sponsored DCMADA in the past?
- E. DCMADA does not endorse or promote specific products or brand names.
- F. Details of the sponsorship and the expectations of both parties must be discussed and a final letter of correspondence must be obtained from each sponsor. This letter must include details about the funds, goods, services, or meeting space being provided and the expectations of both parties.
- G. All event sponsors will be disclosed to attendees of the event.

- H. All contracts and agreements must be in the name of DCMADA and must be in keeping with DCMADA's Purchasing Policy and Event Planning Policy.
- I. The SC must pre-approve any advertising and promotion for DCMADA carried out by our sponsors.