



Fourth Annual Conference on

# NATIVE AMERICAN NUTRITION

MYSTIC LAKE CENTER  
Prior Lake, Minnesota

SEPTEMBER 15-18, 2019

# SPONSORSHIP GUIDE

PRESENTING SPONSORS:



*Seeds of Native Health*  
A Campaign for Indigenous Nutrition



HEALTHY FOODS,  
HEALTHY LIVES INSTITUTE  
UNIVERSITY OF MINNESOTA

HELD IN  
CONJUNCTION  
WITH





Fourth Annual Conference on

# NATIVE AMERICAN NUTRITION

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MYSTIC LAKE CENTER

Prior Lake, Minnesota

[SeedsOfNativeHealth.org/Conference](http://SeedsOfNativeHealth.org/Conference)

***From knowledge to practice: Using both Indigenous wisdom and academic research to improve Native American nutrition***

This is the only conference series in the world devoted to the food and nutrition of Indigenous peoples. It brings together tribal officials, researchers, practitioners, funders and others to discuss the current state of Indigenous and academic scientific knowledge about Native nutrition, dietary health and food science, and identify new areas of work.

This year's Fourth Annual Conference on Native American Nutrition (CNAN) will be held in conjunction with the Native American Journalists Association's (NAJA) annual National Native Media Conference. In addition to programming exclusively related to Native nutrition, the two conferences will have joint sessions that will focus on telling the stories of our work in Native food and nutrition.





# SPONSORSHIP LEVELS

As the only conference series of its kind, the nutrition conference attracts more than 600 researchers, tribal officials, public health workers and other interested parties from across Indian Country and the United States each year. As a sponsor of the conference, you'll have the ability to share your organization with these engaged attendees.

## DIAMOND

**\$25,000+**

- Opportunity to make brief introductory remarks at the event.
- Opportunity to brand an island tabletop in the heavily trafficked foyer. (Limited availability.)
- A full-page, color ad and premier placement of logo on conference program provided to attendees.
- Logo and link to sponsor website will appear on all electronic invitations which will be sent to thousands of researchers, tribal officials, public health practitioners and other interested people.
- Opportunity to provide a gift or literature to attendees in the conference tote bag.
- 10 complimentary conference registrations.
- Logo displayed on digital monitor in conference general session room.
- Mention as a diamond sponsor in conference program and on website (with link to sponsor website).
- Optional: Two exhibit tabling opportunities in a premier location in the foyer, or a 10 percent discount on a table in the NAJA/CNAN Native Media & Nutrition Expo. (Limited space available. Tables required to be staffed, otherwise you will have the ability to place your materials at our sponsor resource table.)

## PLATINUM

**\$15,000-\$24,999**

- Logo and link to sponsor website will appear on all electronic invitations which will be sent to thousands of researchers, tribal officials, public health practitioners and other interested people.
- Premier placement of logo on conference program provided to attendees.
- Opportunity to provide a gift or literature to attendees in the conference tote bag.
- Eight complimentary conference registrations.
- Logo displayed on digital monitor in conference general session room.
- Mention as a platinum sponsor in conference program and on website (with link to sponsor website).
- Optional: Two exhibit tabling opportunities in a premier location in the foyer, or a 10 percent discount on a table in the NAJA/CNAN Native Media & Nutrition Expo. (Limited space available. Tables required to be staffed, otherwise you will have the ability to place your materials at our sponsor resource table.)

To learn more about sponsorships, contact Mindy Kurzer at [mkurzer@umn.edu](mailto:mkurzer@umn.edu).

# SPONSORSHIP LEVELS

## **GOLD**

**\$10,000-\$14,999**

- Opportunity to provide a gift or literature to attendees in the conference tote bag.
- Four complimentary conference registrations.
- Logo displayed on digital monitor in conference general session room.
- Mention as a gold sponsor in conference program and on website (with link to sponsor website).
- Optional: Exhibit space tabling opportunity in the foyer, or a 5 percent discount on a table in the NAJA/CNAN Native Media & Nutrition Expo. (Limited space available. Table required to be staffed, otherwise you will have the ability to place your materials at our sponsor resource table.)

## **SILVER**

**\$5,000-\$9,999**

- Two complimentary conference registrations.
- Logo displayed on digital monitor in conference general session room.
- Mention as a silver sponsor in conference program and on website (with link to sponsor website).
- Optional: Exhibit space tabling opportunity in the foyer, or a 5 percent discount on a table in the NAJA/CNAN Native Media & Nutrition Expo. (Limited space available. Table required to be staffed, otherwise you will have the ability to place your materials at our sponsor resource table.)

## **BRONZE**

**\$1,000-\$4,999**

- Mention as a bronze sponsor in conference program and on website (with a link to sponsor website).
- Optional: Exhibit space tabling opportunity in the foyer, or a 5 percent discount on a table in the NAJA/CNAN Native Media & Nutrition Expo. (Limited space available. Table required to be staffed, otherwise you will have the ability to place your materials at our sponsor resource table.)

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# UNIQUE SPONSORSHIP OPPORTUNITIES

## CONFERENCE REPORT

**\$40,000**

(Limited opportunities available)

The annual conference report summarizes the conference, sharing lessons learned and beautiful photos from the event. With speaker information, key takeaways from presentations and panels, and testimonials from attendees, it is a piece referenced by attendees long after the conference has ended. This sponsorship will support the creation, printing and mailing of the report. Your organization's logo will be prominently featured.

## SPEAKERS

**\$30,000**

(Limited opportunities available)

Each year the conference welcomes more than 50 food and nutrition speakers from across the country. As a sponsor, you will help make this possible by subsidizing speaker transportation and honoraria costs. Your logo will be featured in the conference program, on the conference website (with a link to your website), and in all conference emails that are distributed to thousands of researchers, tribal officials, public health practitioners and other interested people. You will also receive 10 complimentary conference registrations.

## SCHOLARSHIP FUND

Benefactor (funds 30 full scholarships)	<b>\$30,000</b>
Partner (funds 20 full scholarships)	<b>\$20,000</b>
Friend (funds 10 full scholarships)	<b>\$10,000</b>
Supporter (funds 5 full scholarships)	<b>\$5,000</b>

(Deadline: June 15, 2019)

This sponsorship supports the nutrition conference scholarship fund, which covers registration and lodging for selected students, practitioners, youth, tribal officials and more so that they can attend the conference. As a sponsor, you will be credited as a scholarship fund sponsor in the conference program and on the conference website (with a link to your website), as well as on the digital monitor in the conference general session room. Sponsors who provide \$20,000 or more in scholarship funding will also receive their logo on all conference emails, which are sent to thousands of researchers, tribal officials, public health practitioners and other interested people.

Scholarship fund sponsors will also receive complimentary conference registrations. Sponsors at the \$5,000 level will receive two registrations, \$10,000 level sponsors will receive four registrations, \$20,000 level sponsors will receive eight registrations and \$30,000 level sponsors will receive 10 registrations.

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# UNIQUE SPONSORSHIP OPPORTUNITIES

## LUNCH

**\$8,750**

(Limited opportunities available)

As the sponsor you will have the ability to place information at each table, have prominent signage with your name and logo recognizing your exclusive sponsorship, and make brief opening remarks.

## FULL PAGE PROGRAM AD

**\$2,500**

## HALF-PAGE PROGRAM AD

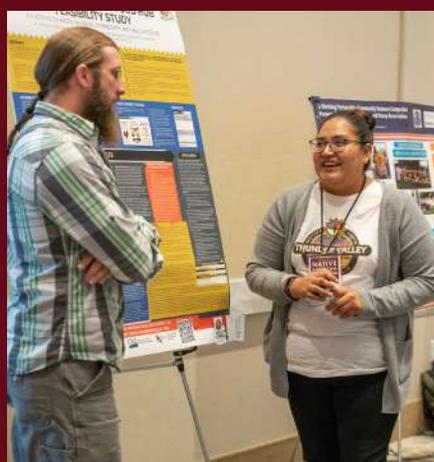
**\$1,500**

## QUARTER-PAGE PROGRAM AD

**\$1,000**

(Deadline: August 1, 2019)

Each attendee will receive a program book upon check in and will reference it throughout the conference for agendas, session information, maps and more. Your color advertisement will have repeated exposure as attendees open the program again and again to check out the next session or event they'd like to attend.



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# JOINT SPONSORSHIP OPPORTUNITIES

In addition to reaching more than 600 CNAN attendees, these joint sponsorship opportunities allow you to also promote your organization to attendees of the Native American Journalists Association's (NAJA) annual National Native Media Conference, which includes more than 200 print and digital media, public relations, and communications professionals.

## MEALS AND EVENTS

### **EVENING DINNER/KEYNOTE**

**\$35,000**

The evening dinner on September 16 is a conference highlight. CNAN and NAJA attendees will gather for a healthy, delicious meal inspired by traditional Native American cuisine and a presentation from the keynote speaker. As a sponsor, you will have visible branding as well as the opportunity to make brief remarks.

### **OPENING RECEPTION**

**\$25,000**

The opening reception on September 15 is a lively, well-attended event that will kick start both conferences. Attendees will enjoy an engaging talk, and then visit over food and drinks. As a sponsor, you will have visible branding as well as the opportunity to make brief remarks.

### **JOINT LUNCH**

**\$25,000**

The joint lunch on September 17 will bring together the two conferences' 800 attendees for a meal and networking. As a sponsor, you will have visible branding and the opportunity to greet attendees with brief remarks.

### **POSTER/EXPO SESSION RECEPTION**

**\$25,000**

The poster session reception on September 17 is a social event where attendees network and hear from experts about the 30+ food and nutrition academic posters at the conference. As a sponsor, you will have visible branding as well as the opportunity to make brief remarks.

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# JOINT SPONSORSHIP OPPORTUNITIES

## **BREAKFAST**

**\$15,000**

The conferences' 800 attendees start their day by visiting the breakfast buffet. As a sponsor of breakfast on September 16, 17 or 18, you will be acknowledged with exclusive signage at each buffet station, which features nutritious food.

## **BREAK**

**\$10,000**

Conference attendees love snacks, hot coffee and other beverages during their daily breaks each morning and afternoon. Sponsors of these 30-minute breaks will be acknowledged through exclusive signage at each of the stations, which feature healthy refreshments.

## **EDUCATIONAL OPPORTUNITIES**

### **PLENARY SESSION**

**\$30,000**

These high-profile, popular sessions will feature a speaker or a panel discussion with news makers on hot topics in media and the connections to health and nutrition in Indian Country. Since no other programming is scheduled during the plenary session time slot, these sessions are well-attended. As a sponsor, you will have sponsored branding, as well as the option to greet all 800 CNAN and NAJA attendees and make brief remarks.

### **CORPORATE WORKSHOP/PANEL**

**\$10,000-\$15,000**

**(Limited opportunities available)**

These one- to two-hour opportunities will be held during conference hours, concurrent with educational sessions. Give attendees the option to work directly with your team to learn the latest industry trends. Sponsor coordinates all speakers and topic, with approval of CNAN/NAJA.

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# JOINT SPONSORSHIP OPPORTUNITIES

## ADDITIONAL OPPORTUNITIES

### **MOBILE CHARGING STATION**

**\$20,000**

Brand one of the most important life lines of the conference, a phone charger, which allows attendees to relax, work and charge their mobile devices on the busy event foyer or expo. Custom branded wraps provide messaging to attendees while they're a captive audience. Charging station will be placed in event foyer for maximum utility.

### **PHOTO BOOTH**

**\$20,000**

New this year will be a photo booth where both CNAN and NAJA attendees can capture the moment with friends, new and old, and remember your brand with a printed logo on all photos, which will be treasured as an event keepsake.

### **CONFERENCE TOTE BAG**

**\$20,000**

This handy tote bag is a conference favorite, a tried-and-true keepsake returning home with conference-goers and used for years. Your logo will be displayed long into the future as attendees continue to find uses for the joint bag, which will be used for the CNAN/NAJA conferences.

### **CONFERENCE BAG INSERT**

**\$2,500**

Your promotional item will be placed in the conference bag of all 800 CNAN and NAJA attendees!

### **CONFERENCE LANYARDS**

**\$20,000**

**(Deadline: August 1, 2019)**

These highly visible items will be worn by all 800 attendees throughout the events during the conference. Aside from being handy places for storing business cards from networking, they often serve as admission passes to the conference expo and off-site events and workshops.

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# JOINT SPONSORSHIP OPPORTUNITIES

## HOTEL ROOM KEY CARDS

**\$20,000**

These special edition branded key cards will be distributed to all CNAN/NAJA conference attendees upon check-in at the Mystic Lake Casino Hotel. (Note: Only attendees staying at Mystic Lake Casino Hotel will receive a branded key card.)

## CUSTOMIZED BRANDING

**\$10,000+**

Prominently display your message on the hotel's exterior, on video walls and on digital monitors throughout the event space. Expand your brand with custom packages including your choice of two sponsored areas. Four foyer islands are the centerpiece of the event space and also available as exclusive CNAN/NAJA branding opportunities.



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