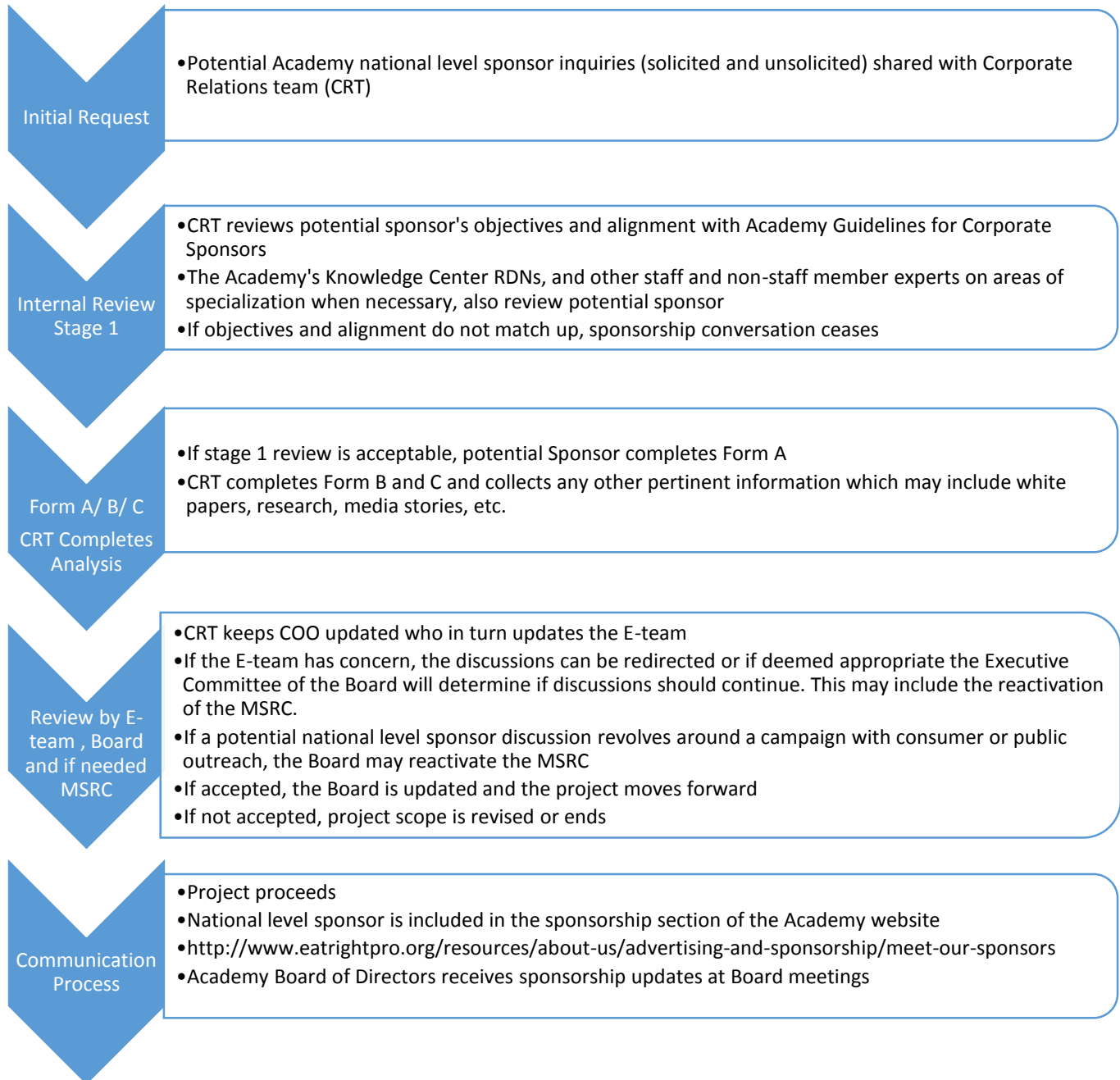


Academy National Level Sponsor Review Process



Forms A/B/C for Academy National Level Sponsors

FORM A

SPONSORSHIP REQUEST FOR INFORMATION

Completed by Company

ACADEMY OF NUTRITION AND DIETETICS

Vision *A world where all people thrive through the transformative power of food and nutrition*

Mission: *Accelerate improvements in global health and well-being through food and nutrition.*

Principles: *The Academy of Nutrition and Dietetics and our members:*

- *Integrate research, professional development and practice to stimulate innovation and discovery*
- *Collaborate to solve the greatest food and nutrition challenges now and in the future*
- *Focus on system-wide impact across the food, wellness and health care sectors*
- *Have a global impact in eliminating all forms of malnutrition*
- *Amplify the contribution of nutrition practitioners and expand workforce capacity and capability.*

1. Name of Parent Company
2. Address
 - a. Street
 - b. City/State/Postal Code
3. Name Key Contact Person
 - a. Daytime Telephone
 - b. E-mail Address
4. Company Vision, Mission and Values
5. Describe how the company's vision, mission and values are consistent with the Academy's vision, mission and principles.
6. Describe the company/brand's commitment to food, nutrition and health.
7. Describe how the company demonstrates support of the professions of food, nutrition and dietetics.
8. List specific brand(s) to be included in the proposed sponsorship agreement.
9. Describe your sponsorship objectives.
10. Attach or link to significant scientific agreement and/or evidence-based science that supports the health benefits of products specified in the proposed sponsorship agreement.
11. Provide available summary nutrition information for brands included in the proposed sponsorship agreement.
12. List your top five products by sales.
13. Attach or link to significant scientific agreement and/or evidence-based science that supports your top five products based on sales.
14. Provide available summary nutrition information for your top five products based on sales.
15. Attach or provide a link to the company's current corporate social responsibility report.
16. Attach or provide a link to the company's current annual report and identify health and wellness aspects.
17. Provide a link to external social responsibility rating scales that have rated the company or other pertinent rating indices.
18. Describe advertising and marketing policies related to children if applicable.

FORM B
SPONSORSHIP BENEFIT/RISK ANALYSIS

Completed by Academy Staff
"Proposed Sponsor Name"

1. Overview of proposed sponsorship:
2. Describe how this company/brand contributes to nutrition or the health status of the population or other targeted markets.
3. Describe how this company/brand sponsorship contributes to the credibility/recognition of the Academy, its divisions and members.
4. Describe how this company/brand's products/services specified in the sponsorship agreement align with current Academy's position papers, as appropriate.
5. Describe how the proposed sponsorship complements or does not negatively affect the Academy advocacy efforts including RDN licensure laws and consumer protection.
6. Describe how the proposed sponsorship has potential to cause harm (real or perceived) or has unforeseen or unintended consequences to the Academy, the Foundation or any of its divisions.
7. Describe any potential conflicts of interest, (real or perceived) with the company, products or services, of the Academy, the Foundation or any of its divisions.

FORM C
SPONSORSHIP ASSESSMENT SCORING TOOL

This decision-making tool is used by the Member Sponsorship Review Committee (MSRC), the Corporate Relations Team, and the Board of Directors to determine the value of Academy sponsorship. Based on the information provided in the Request for Information and the Staff Risk/Benefit Analysis, use this Assessment Tool to score each indicator. A total mean score submitted by members of the MSRC and a majority vote of yes or no for sponsorship will be provided to the Board of Directors for their consideration. The BOD makes the approval or disapproval decision on a sponsor application.

Company Name:

Brand(s) if sponsorship is with a Specific Brand:

NOTE: The term Sponsoring Entity will apply to either a Company or a Brand or Brands within a company, depending on the terms of the sponsorship.

Academy Core Principles	N/A 0 points	Strongly Disagree 1 point	Disagree 2 points	Neutral 3 points	Agree 4 points	Strongly Agree 5 points	Questions, Information, Reason for N/A, or Clarification
1. The Company's vision, mission and values broadly align with the Academy's vision and mission.							
2. The Company demonstrates commitment to improving food, nutrition and health.							
3. The Company has shown commitment to improving health with ongoing development of the products outlined in the sponsorship agreement.							
4. The Company demonstrates support of the professions of food, nutrition, and/or dietetics.							
5. The proposed sponsorship agreement with the Company provides other tangible benefits to the Academy.							

Scientific Support/Rationale	N/A 0 points	Strongly Disagree 1 point	Disagree 2 points	Neutral 3 points	Agree 4 points	Strongly Agree 5 points	Questions, Information, Reason for N/A, or Clarification
6. There is significant scientific agreement to support the health or other benefits of the Company's products.							
7. The Company's products broadly align with the 2015-2020 Dietary Guidelines for Americans.							
8. The Company's products/services specified in the sponsorship align with the Academy's position papers.							
Impact	N/A 0 points	Strongly Disagree 1 point	Disagree 2 points	Neutral 3 points	Agree 4 points	Strongly Agree 5 points	Questions, Information, Reason for N/A, or Clarification
9. The Company enhances nutritional or health status of the general population or specified targeted markets.							
10. The sponsorship with the Company/Brand will position Academy members as the food and nutrition experts.							

Risk Benefit Analysis	N/A 0 points	High Risk 1 point	Some Risk 2 points	Neutral 3 points	Low Risk 4 points	Minimal Risk 5 points	Questions, Information, Reason for N/A, or Clarification
<p>11. The Company scores well on indices such as:</p> <ul style="list-style-type: none"> • The Harris Poll Reputation Quotient • Corporate Social Responsibility Index • Other Pertinent health and wellness or sustainability Indices: 							
<p>12. If the Company's products aligned with the sponsorship are used by children, the Company follows the Children's Food and Beverage Advertising Initiative (CFBAI) guidelines or other pertinent international guidelines in advertising and marketing to children.</p>							
<p>13. The proposed Company sponsorship would cause little or no harm (real or perceived) or has no foreseen unintended negative consequences to the Academy, its divisions or members.</p>							
<p>14. The proposed Company does not negatively affect the Academy advocacy efforts including RDN licensure laws and consumer protection.</p>							
<p>15. There are minimal or no foreseen conflicts of interest (real or perceived) with the Company, its products, or services and the Academy, Foundation, or any of its divisions.</p>							

Approval of the Proposed Company as an Academy Sponsor: Yes ___ No___ Total Score_____

Additional Comments/Notes: