



Cardiovascular Health and Well-being

a dietetic practice group of the
eat right. Academy of Nutrition and Dietetics
Formerly a subgroup of Sports, Cardiovascular and Wellness Nutrition (SCAN)

Reach Influential Leaders in Cardiovascular Health and Well-being

Partnership Opportunities

The **Cardiovascular Health and Well-being (CV-Well) DPG** is a group of nutrition professionals advocating for cardiovascular health, general well-being, and physical activity. CV-Well members offer expert advice in disease prevention and nutrition optimization across a wide range of health sectors including clinical settings, corporate well-being, media, community nutrition, private practice, research, education, and government.

Why CV-Well?

- Our members are industry experts, who translate the latest evidence-based research into actionable recommendations for improving cardiovascular health and well-being and provide guidance on products and services tailored to patients and clients.
- Partnership of a CV-Well publication, webinar, in-person and virtual event, and other activities provide an opportunity for partners to increase brand awareness and share their message to thousands of audience members with client access, educators, large corporate organization, and those entering the dietetic profession.
- CV-Well builds strong partnerships with organizations whose products and services align with our mission to support healthy eating habits and active, positive lifestyles.
- CV-Well is an innovative group that is open to the flexibility of developing a customized and mutually beneficial partnership package to meet the goals of your organization and to support the education and practice of our valued members.

CV-Well is a rapidly growing dietetic practice groups tackling one of the most costly chronic conditions for our society and organizations – cardiovascular health.

CV-Well Mission

Inspire, energize and equip members to support people in choosing healthy eating habits and active, positive lifestyles to optimize cardiovascular health (prevention and treatment) and overall well-being.

CV-Well Vision

A world where hearts are healthy and people thrive, empowered and equipped by nutrition professionals.

**For more information,
please contact
Partnership Team
cwell@eatright.org.**

CV-Well Membership Profile

We are...

Innovators with a passion for improving the health of our patients/clients using the latest evidence-based research to recommend positive change in the areas of cardiovascular health and well-being.

About CV-Well DPG:

Our membership base includes dietetic practitioners working in more than 15 different practice areas in dietetics with the highest percentages in: clinical nutrition, consulting, community and public health nutrition, education, and business.

Partnership at a Glance

Partnership Activity	Investment
Custom Educational Webinars (p.3)	\$6,000
Educational Handouts (p.4)	\$5,000
E-Communications (p.4)	
Dedicated e-communication	\$3,750
Dedicated e-communication with survey	\$5,000
Virtual focus group (p. 5)	\$6,000
Well-being activity (p.5)	\$5,000
Heart Healthy Recipe contest (p. 6)	\$12,000
FNCE® Events (p.7)	\$2,500+



According to the CV-Well Member surveys, our members report:

- Their patients or clients follow their advice closely due to their credibility in the industry.
- They are frequently asked about products or services, that are backed by strong science, data, and research, that are aimed at reducing cardiovascular disease risk and implementing meaningful lifestyle changes.
- They find recipes and resources related to food choices that are most helpful to share with patients or clients are practical, convenient, and relatable.

For more information, please contact
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Menu of Partnership Opportunities

Educational Opportunities

Customized Package

Let's work together to form a partnership package that fits your needs. Contact our dedicated team to discuss all the options.

Custom Webinars

CV-Well's one-hour webinars are developed to provide members with free continuing education on science-based topics, new research and consumer trends. Continuing education units are optional. Webinars will be recorded and remain on the CV-Well website for one year.

Investment: \$6,000; *does not include speaker fees*

- Webinar topic, speaker and content must meet Academy guidelines.
- CV-Well maintains content control and manages speaker agreement.
- CV-Well provides technology and platform to execute webinar.
- CV-Well handles application for continuing education units.
- Promotion of webinar across CV-Well communication channels.
- CV-Well handles application for continuing education credit.
- Sponsor support is recognized at onset of webinar. Sponsor eblast sent to all (opt-in) registrants after live event, which may include a short survey.

Partnership Webinar Statistics

- 1500 members.
- Average 200 registrations for live webinars
- Average 80 views for recorded webinars.



Consider a partnership with CV-Well and other Dietetic Practice Groups that align with your mission to extend your reach.



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Menu of Partnerships Opportunities

Educational Opportunities



Educational Handouts

Investment: \$5,000; *does not include fees related to content development and design*

CV-Well members highly value quality educational handouts to share with patients and clients, another leading member benefit according to our member survey. Showcase your handout in the Educational Resources section of our website, where it will be available for printing and use by our members for three years.

- Educational handout will be 11" x 8.5" in size, up to two pages in length.
- Partner will lead the content development and design of handout.
- Handouts will be reviewed and approved by CV-Well content experts before posting to the website.
- Promoted across CV-Well communication channels.



E-communications

CV-Well members depend on e-communications for the latest information on brands, products and information to provide to their patients and clients. Our average open rates consistently meet or exceed industry averages.

Dedicated e-communication | Investment: \$3,000

Stand-alone e-mail sent to CV-Well members featuring partner's news updates, research, new products/services, upcoming events and/or links to more information.

Dedicated e-communication with survey | Investment: \$5,000

Survey CV-Well members for expert feedback and insights related to your products or services. Sponsor creates e-mail with link to survey with up to 10 questions. All content subject to review and approval from CV-Well and the Academy. Results must be shared with CV-Well and the Academy and are for partner internal use only.

Partnership opportunities will have a dedicated Partnership Team member to assist with reviewing content to ensure it's scientifically accurate and messaging aligns with our members.

For more information,
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Menu of Partnership Opportunities

Events



Virtual Focus Groups

Investment: \$6,000; *does not include price of participant incentive*

Engage with CV-Well members in a small group setting via an intimate virtual setting. This one-hour session with our nutrition experts offers valuable insights into the cardiovascular health and well-being audience.

- Focus group date, objectives, desired participant profile, discussion questions and participant incentive must be approved by CV-Well/the Academy.
- Partner creates communication/invitation for focus group and develops discussion guide and visuals.
- CV-Well distributes invitation and provides partner a list of potential participants and assists in securing final participants.
- CV-Well hosts and manages technology platform during live focus group.
- Partner provides and distributes incentive.
- Results from focus groups may only be used for internal purposes.

Well-being Activity **NEW!**

Investment: \$5,000; *does not include fees related to speaker/instructor and other materials needed to execute event*

Well-being is the cornerstone of our group and one of our many values is to create a culture of joy and playfulness for our members. Invite CV-Well members to join a 1-hour well-being experience (such as a yoga class, lesson on meditation/mindfulness or fitness class) incorporating your products/services and messages.

- Partner leads planning of 1-hour well-being activity with CV-Well input and approval.
- CV-Well manages technology platform and promotion of event across various channels.
- Partner provides any speakers, instructors or facilitators involved in hosting the event.
- Partner may include up to 5 questions on post-event evaluation.
- One dedicated post-event attendee e-communication.

We invite organizations whose business practices align with our mission, vision, and values to collaborate with CV-Well to offer exciting opportunities for our members.

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Menu of Partnership Opportunities

Events

Heart-Healthy Recipe Contest *NEW!*

Investment: \$12,000; *does not include cost for prizes. Partner retains ownership rights to all recipe submissions.*

Host a recipe contest for CV-Well members, challenging them to create a heart-healthy recipe featuring one of your products. Contest will encourage CV-Well members to test and experiment with your products in the kitchen.

- Partner works with CV-Well on contest theme, timeline, judging criteria and rules.
- CV-Well hosts a contest landing page on the CV-Well website with all contest information and submission instructions.
- CV-Well contest promotion includes one partner-created dedicated e-communication, one E-update mention and promotion across CV-Well social media channels.
- CV-Well and partner work together to test final recipes and select winning recipes.
- Partner funds and distributes prizes directly to contest winners.
- Winners and winning recipes are featured in our e-communications with partner recognition.
- Partner may also create a second dedicated e-communication announcing results and winners.
- Nutrition criteria to be mutually agreed upon between CV-Well and partner.



The Academy of Nutrition and Dietetics is the nation's largest organization of food and nutrition professionals.

Other Ideas? Let's Get Creative!

Build on items above or work with our team to develop something completely unique! We welcome collaboration.



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Menu of Partnership Opportunities

FNCE® Partnership Opportunities

CV-Well Member Reception at FNCE®

The largest in-person event of the year for CV-Well members an opportune time for partners to interact face-to-face with our members and celebrate the year's successes.

Reception Partnership: \$4,000 (3 available)

- Partner may host a table-top display at event to distribute pre-approved materials/ network with CV-Well members
- Opportunity to promote the partner's exhibit hall booth activities
- CV-Well Chair recognition during the event
- Recognition of reception support in materials and event promotions
- 3 event invitations

Swag Bag: \$2,500 (1 available); *shipping costs not included*

- Provide all attendees with a branded bag of pre-approved samples, premium items and/or educational materials
- 2 event invitations
- CV-Well Chair recognition during the event

Other FNCE Opportunities

CV-Well is open to opportunities with other Academy Dietetic Practice Groups or Member Interest Groups to reach a broader audience. Stand-alone opportunities are also available. Partnership pricing starts at \$2500 and will be negotiated based on offering Here are some suggestions:

Executive Committee Breakfast, Lunch or Break

- Opportunity to present to the CV-Well Executive Committee

Attendee Breakfast Partner

Swag Bag (if there is a breakfast partner)

Upcoming FNCE® Dates

October 11-14, 2025
Nashville

October 24-27, 2026
San Antonio

October 23-26, 2027
Washington, D.C.

October 7-10, 2028
San Francisco

October 27-30, 2029
New Orleans

October 12-15, 2030
Indianapolis

October 25-28, 2031
Boston

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