**Academy Corporate Sponsorship**

To advance the Academy's mission of empowering members to be the food and nutrition leaders, the Academy's corporate sponsorship program allows for purposeful collaboration with food and nutrition organizations.

Through structured, Academy-directed relationships the objectives of the Academy's corporate sponsorship program are:

* To work with industry to build awareness of the Academy and its members
* To share science-based information, new research and industry trends in food and nutrition with members
* To enable the Academy to reach a wider consumer audience with healthy eating messages

For the Academy, relationships with sponsors are not about promoting their products or services, but rather about creating nutrition messages that people can understand and act upon to improve their health and that of their families. The Academy of Nutrition and Dietetics and its entities consider the Academy's vision (optimizing health through food and nutrition) and mission (empowering members to be the food and nutrition leaders) in all decisions, including whether to enter into a relationship with an outside company and/or organization.

**Academy Guidelines for Corporate Sponsors**

In its relations with corporate organizations, the Academy is mindful of the need to avoid a perception of conflict of interest and to act at all times in ways that will only enhance the credibility and professional recognition of the Academy and its members. The continuing value of the Academy's name depends on its reputation for integrity, which has been earned by generations of Academy members over the course of many decades. The Academy will authorize no commercial use of the name and logo that would diminish that value or damage that reputation.

The Academy's procedures and formal agreements with external organizations are designed to prevent any undue corporate influence particularly where there is a possibility that corporate self-interest might tend to conflict with sound science or Academy positions, policies and philosophies.

**Academy Guidelines for Corporate Sponsors**

* The sponsor's vision and mission align with the Academy's Vision, Mission and Strategic Goals.
* The sponsor's product portfolio is broadly aligned with the Academy's Vision: *Optimizing health through food and nutrition*.
* The sponsor relationship and sponsor product portfolio are broadly aligned with official Academy positions.
* All aspects of the sponsorship (such as research, consumer messaging or professional education of members) align with the Academy's Scientific Integrity Principles.
* The Academy does not endorse any company, brand or company products, nor does the Academy's name or logo appear on any product. Such endorsement is neither actual nor implied.
* The Academy maintains final editorial control and approval of all content in materials bearing the Academy name or logo.
* There is clear separation of Academy messages and content from brand information or promotion.
* Relevant facts and important information are included.

As a rule, the Academy does not permit the free use of Academy content in publications or websites where the effect of the Academy content and name is to help the publication or website increase circulation or sell advertising or subscriptions.

**Guiding Principles of the Academy's Corporate Sponsorship Program**

The Academy has worked with sponsors for many years and closely evaluates all potential sponsorships to ensure that they are consistent with the Academy's science-based positions and messages. The Academy adheres to and enforces the following principles in its relationships with sponsors:

**1. Adherence and commitment to the Academy's mission, vision, positions and policies**

Academy sponsors' vision and mission align with the Academy's Vision, Mission and Strategic Goals.

**2. Scientific Accuracy**

All sponsor materials, presentations and information shared with members are internally reviewed for scientific accuracy, adherence with the Academy’s positions and policies and for audience appropriateness. This review is by the Academy Knowledge Center, a team of Academy staff RDNs as well as non-staff member experts on areas of specialization when necessary.

**3. Non-endorsement**

The Academy does not endorse any company, brand or company products.

**4. Non-influence**

The Academy's programs, leadership, decisions, policies and positions are not influenced by sponsors.

The Academy's procedures and formal agreements with external organizations are designed to prevent any undue corporate influence.

**Funding**

To view the Academy of Nutrition and Dietetics financial statements visit the Annual Report.

**Support of the Academy’s Foundation**

Support of the Academy's Foundation is included in each sponsorship level. This benefit increases the awareness of the Foundation and its programs and encourages future projects and collaboration that help further the Foundation's mission.

**Support of DPGs, MIGs and Affiliates**

Dietetic Practice Groups (DPGs), Member Interest Groups (MIGs) and Academy Affiliate Groups have autonomy over their sponsorship programs. Please contact individual DPGs, MIGs or Affiliates for their sponsorship opportunities and guidelines.

**Truth and Transparency - Facts about Corporate Sponsorship**

Questions occasionally arise about the Academy of Nutrition and Dietetics' corporate sponsorship program, including its purpose and whether sponsorship exerts influence on the healthful eating advice and nutrition services provided by Academy members.

The Academy is happy to provide detailed facts (as opposed to opinion or speculation) about the sponsorship program. These facts show the Academy is transparent about the sponsorship program and does not tailor messages or programs in any way due to corporate sponsors.

The Academy's consumer messages are based on evidence-based reviews of the latest and most authoritative science, including the Dietary Guidelines for Americans and other authoritative sources.

Corporate sponsorship enables the Academy — as it does for nonprofit organizations and associations nationwide — to build awareness of the Academy and our members; to share science-based information and new research with members; and to enable the Academy to reach a wider consumer audience with our messages than would otherwise be possible.

Sponsorships are a common occurrence among nonprofit organizations. According to a 2012 study by the consulting and research firm IEG, approximately two-thirds of nonprofits either have corporate sponsorships or are seeking them.

The Academy builds and maintains our reputation by scrupulous attention to facts, science and honesty.