



**The Gainesville Academy of Nutrition and Dietetics,
an Affiliate of the Academy of Nutrition and Dietetics**

Sponsorship Packet

June 2019 – May 2020

www.eatrightgainesville.org

**Increase Your Visibility to a Prominent Group of Nutrition
Experts within the Dietetics Field**

About the Gainesville Academy of Nutrition and Dietetics

The Gainesville Academy of Nutrition and Dietetics (GAND) is an affiliate of the Academy of Nutrition and Dietetics, comprised of members in the Gainesville, Lake City and Ocala areas. GAND is a not-for-profit, voluntary membership association consisting of over fifty Registered Dietitian Nutritionists, Dietetic Technicians, and nutrition students/interns.

Mission: To advocate for the dietetic profession and serve the north central Florida community by promoting optimal nutrition, health and well-being.

Vision: To optimize the north central Florida community's health through food and nutrition.

Members work in a variety of areas including:

- Hospitals
- Public health organizations and community agencies
- Universities and research facilities
- Health and fitness centers
- School districts
- Private practice
- Media

We offer the opportunity to display your brand and product to our group of dietitians and nutrition professionals.

Our Values

Evidence-Based Practice | Integrity | Diversity | Community Service | Caring and Open-Mindedness | Advocacy



Board of Directors 2019-2020

Matthew Beke, MS, RDN, LDN | President

Matt is a Graduate Assistant and Clinical Dietitian at the Fixel Institute for Neurological Diseases at UF Health. As a Masters student, he worked to validate a novel questionnaire which assesses digestion-associated quality of life in healthy individuals. He hopes to push our understanding of nutrition and the microbiome forward while studying Parkinson's Disease during his time as a doctoral student. As President, Matt is working to inspire Dietitians in Gainesville and across the state by bringing exciting speakers and sponsors to member meetings, partnering with student organizations for mentoring opportunities, and revitalizing our outreach efforts. On top of a new website, GAND is now on Instagram which will be updated with Save-The-Dates and meeting information, social events announcements, member spotlights, nutrition-relevant news, and the occasional meme. Matt is excited to usher in the next phase of GAND, and to enrich the well-being of our members.

Carley Rusch, MS, RDN, LDN | President-Elect

Carley graduated with a B.S in Food Science and Human Nutrition from the University of Florida. She went on to complete her internship through the UF Master of Science and Dietetic Internship program. During her time as a student, Carley worked four years as a research study coordinator where she helped facilitate clinical trials investigating pre- and probiotics and their role on gastrointestinal and immune health. She has been a co-author on publications related to health benefits of fiber and probiotics. After becoming a Registered Dietitian Nutritionist, Carley spent two years working as a clinical dietitian in Orlando, FL primarily in the role of oncology and nutrition support. In Orlando, she served on the board for the Orlando Academy of Nutrition and Dietetics (now Central Florida) as Treasurer. More recently, Carley accepted a position to come back to UF to work towards a doctoral degree in nutritional sciences while facilitating an innovative outpatient nutrition program at the UF Health Norman Fixel Institute for Neurological Diseases. Her research focus will be related to the role of diet and gastrointestinal health in Parkinson's disease. In her spare time, Carley enjoys playing kickball, cooking and watching Gator football.

Hillary Garcia, RDN, LDN | Secretary

Hillary is a DPD graduate from the University of Florida and Meredith College Dietetic Internship. She is currently a dietitian at UF Health Shands where she has had the honor of working for one year. She has also held positions with the Alachua Health Department as nutrition educator for WIC. Her experience as a community and clinical dietitian have showed her the importance of nutrition for underserved communities. For this reason, she is perusing a master's in public health with a focus in social and behavioral sciences.

Kohrine Counts, MS, RDN, LDN | Treasurer

Kohrine received her initial B.S. degree from Florida State University in Business Management and Entrepreneurship before working in the business world for several years. Returning to school to realize her passion for food and nutrition, she received a B.S. degree in Food Science and Human Nutrition from the University of Florida, specializing in dietetics. Continuing on, she completed the Master of Science – Dietetic Internship (MS-DI) program at the University of Florida. Following graduation, she worked as a clinical dietitian at UF Health/Shands. She is currently the DPD and MS-DI Program Coordinator for the UF Dietetics Programs. In her free time, she loves cooking, baking, biking, gardening, and kayaking.



Sponsorship Program and Pricing

We are currently seeking sponsors for the 2019-2020 membership year of the Gainesville Academy of Nutrition and Dietetics. Our purpose is to align with sponsors that support our mission and values. We host at least four educational and networking events throughout the year across the greater Gainesville area. Will you and your company consider sponsoring GAND? Any sponsorship amount would be appreciative of our organization! We have outlined our sponsorship program below, but are open to customizing for you and your company.

PLATINUM: \$1000

- Thirty minutes to discuss your products and/or services with meeting attendees
- Sponsorship booth at educational meeting with ability to distribute products, samples and/or educational materials
- Recognition with company logo on the GAND website with a direct link to your website for one year
- Recognition with company logo on the event save-the-date flyer
- Advertising on our social media outlets including Facebook and Instagram page for 1 month leading up to event
- Half page newsletter recognition

GOLD: \$500

- Thirty minutes to discuss your products and/or services with meeting attendees
- Sponsorship booth at educational meeting with ability to distribute products, samples and/or educational materials
- Recognition with company logo on the GAND website with a direct link to your website for one year
- Recognition with company logo on the event save-the-date flyer
- Quarter page newsletter recognition

SILVER: \$250

- Fifteen minutes to discuss your products and/or services with meeting attendees
- Sponsorship booth at educational meeting with ability to distribute products, samples and/or educational materials
- Recognition with company logo on the GAND website with a direct link to your website for one year
- Recognition with company logo on the event save-the-date flyer

BRONZE: \$100 or less (monetary or non-monetary donation)

- Ability to distribute products, samples and/or educational materials at dinner meeting
- Recognition with company logo on the GAND website with a direct link to your website for one year



Contact Information

Let GAND help you reach our nutrition professionals and consumers with one of our sponsorship packages. We would love to speak to you about how we could customize this package to meet your company's needs.

We are grateful for your consideration and look forward to collaborating with you in support of our Registered Dietitian Nutritionists, Dietetic Technicians, and nutrition students/interns in the Gainesville, Lake City, and Ocala areas.

For inquiries, please contact us at eatrightgainesville@gmail.com

Sincerely,

Matthew Beke

Matthew Beke, MS, RDN, LDN

President, Gainesville Academy of Nutrition and Dietetics

