



2012 BEDA Alliance Council (BAC) Sustaining Membership & Conference Sponsorship  
**MEMBERSHIP & SPONSORSHIP**  
637 Emerson Place, Severna Park, MD 21146 / 855-855-BEDA (2332) Phone / 410.741.3037 Fax

BEDA established the Binge Eating Disorder Association Alliance Council (BAC) as a mechanism to bring together stakeholders interested in assisting the Association to further its mission, vision, and goals to support the binge eating disorder community.

Key opportunities through BAC sustaining membership packages are as follows (check package details and exclusive opportunities based on level of sponsorship):

### **Website acknowledgments, publications and newsletters**

#### **Annual Conference**

- Exhibition booths
- Signage
- Program Advertising
- Mailing List (conference and other mailers where your support will be recognized both electronically and in hard-copy as appropriate)
- Key recognition through sponsorships of coffee and movement breaks, the welcome reception, and inclusion of logo on tote bags (based on level of commitment)

#### **BEDA National Weight Stigma Awareness Week (September 26-30, 2011)**

- Acknowledgment on web page and promotional mailings (logo inclusion based on level of commitment)
- Acknowledgement on educational materials sent to those participating (logo inclusion based on level of commitment)
- Focus for this inaugural year will be around acceptance of bodies at any size and what we can do to help them find health both mentally and physically. Educational materials will be geared to mental health providers, advocates, and physicians. Materials will provide information about how to talk about eating disorders, health, & weight in a way that is accepting and affirming. It will also address how to address weight bias/discrimination by dispelling myths, using facts, and providing helpful language that can be adopted by anyone.

#### **BEDA Try Movement Event – Mid Atlantic Region, (June 3, 2012 Annapolis, MD).**

300+ estimated. Open to general public with focus on moving for health at any size.

Strong emphasis will be placed on acceptance of bodies and their diversity, and what movement means for individual bodies.

- Recognition in the brochure, signage and post event festivities
- Right of first refusal on exhibits if available
- Hydration station sponsors (based on level of commitment)
- T-shirt recognition (based on level of commitment)

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## BRONZE

**\$5,000**

- As a bronze-level sponsor your logo will appear on the BAC web page where you will provide information about your program. A link will be provided to your organization's web site. This level does not include the revolving sponsor box on the BEDA web site homepage.
- Recognition as a BAC bronze-level sponsor on 2012 conference registration page
- Recognition as a BAC bronze-level sponsor on 2012 conference signage
- Recognition as a BAC bronze-level sponsor on membership newsletters, bulletins, flyers, and educational materials
- Free listing as a provider in our searchable database available to all BEDA web site visitors
- Exhibit booth with 1 complimentary registration for booth staff at the 2012 BEDA National Conference

## SILVER

**\$10,000** Silver includes all the benefits of Bronze.

The following are exclusive to this level of sponsorship:

- Recognition on the BEDA web site home page in revolving sponsor box. As a silver-level sponsor your logo will link visitors to your BAC web page where you will offer information about your program. A link will be provided to your organization's web site
- Recognition as a BEDA National Weight Bias Awareness Week Sponsor (see above), including visibility on the event's webpage, brochure, and educational materials
- Recognition as a Movement Advocate level sponsor of the "2012 BEDA Mid-Atlantic Movement Day." Includes logo on the course signage, the registration brochure and the registration website. One complimentary registration will be provided for the event.
- Exhibit booth with 2 free registrations at the 2012 BEDA National Conference (exhibitor badge, and one additional attendee)
- Shared sponsorship of coffee breaks with other sponsors at this level
- Your logo on the PowerPoint slides in between sessions at the 2012 BEDA national conference
- Your brochure distributed in the tote bag at 2012 BEDA national conference
- Quarter page advertisement in the 2012 BEDA national conference program



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## GOLD

**\$15,000** Gold includes all the benefits of Bronze and Silver.

The following are exclusive to this level of sponsorship:

- Exhibit Booth with 3 complementary registrations at the 2012 BEDA national conference (exhibitor badge, 2 additional attendees)
- Shared “Movement Breaks” led by a certified movement specialist (yoga, NIA, etc) with other sponsors at this level at the 2012 Conference (this level does not include coffee breaks as these are exclusive to the silver level). All sponsors at this level will be recognized exclusively during the “Movement Breaks”
- Recognition as a “Movement Mentor” level for the 2012 BEDA “Movement Day.” Two individuals will be supported by your donation to participate in the event and 2 complementary registrations will be provided for the event.
- Your logo printed on the 2012 BEDA Movement Day event T- Shirts and a special acknowledgement from the event host will be made during opening/closing announcements
- Half page advertisement in the 2012 BEDA national conference program

## PLATINUM

**\$25,000** Platinum includes all the benefits of Bronze, Silver and Gold.

The following are exclusive to this level of sponsorship:

- Exclusive Sponsor of the 2012 BEDA national conference “Welcome Reception.” A special acknowledgement will be made from the stage by BEDA’s CEO and your logo will be placed exclusively on the signage for the event.
- Exhibit booth placed in a high traffic area of the 2012 BEDA national conference and 4 complementary registrations (exhibitor badge, 3 additional attendees)
- Named Meeting Room (two will be available) at the 2012 BEDA national conference.
- Exclusive sponsor of the 2012 BEDA National Weight Bias Awareness Week brochure. Your logo will be displayed prominently as a Platinum sponsor and supporter of the event. All other sponsor levels will be
- Sponsor of the Hydration Stations (up to 3) at the 2012 BEDA Mid-Atlantic Movement Day. Your name and logo will be placed on the tables.
- One article written for our newsletter by a professional member of your organization. Newsletters are sent to over 4,000 individuals six times annually. Topic must be approved by BEDA.
- Full page advertisement in the 2012 BEDA national conference program

**THANK YOU FOR YOUR SUPPORT**

[www.bedaonline.com](http://www.bedaonline.com) **Binge Eating Disorder Association**



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## 2012 BEDA Conference Sponsorships and Exhibit Booths

This year BEDA is including exhibitor booths as part of its \*sustaining sponsorship (BAC) program in order to offer your organization both conference and year round recognition on the BEDA website, in print materials, and in programming and events currently planned and those that may be added throughout the year.

We have also streamlined our conference opportunities to offer only those which provide the highest level of return. Additionally, we are offering these limited number of conference sponsorships at a discounted price for our \*sustaining sponsors.

*\*See "BEDA Alliance Council (BAC) Sustaining Sponsors" at the front of this document*

### Exhibit Booths

*(the number of booths available is limited again this year and offered on a first come, first serve basis)*

**\$1,600** (Payment must be received by 1/13/12 to receive this price; no exceptions)

**\$1,800** (Payment may be received between 1/14/12 – 2/17/12)

Exhibit includes a 6' table, chair, and one (1) free registration (for booth staff only).

This booth registration provides entry to all functions and educational sessions, and includes one (1) postcard or brochure that will be included in all attendee conference bags.

### Program Advertising

\$500 Half-page color advertisement

\$1,000 Full-page color advertisement

\$2,000 Inside covers (front or back—cost is per cover)

\$3,000 Back cover (outside of cover)



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## Conference Sponsorships

Each of the following includes one complimentary registration, and a complimentary half page b/w ad in the conference program. See additional benefits under each description below.

These exclusive one-sponsor opportunities are high profile in nature. Attendees will view the associated conference signage, promotional materials, and power point acknowledging your sponsorship. See descriptions below for more information.

~~**Conference Bags**                      **\$5,000**                      **(\$2,500 with sustaining sponsorship)**  
Your logo will appear on the cover of the conference bags that will be provided to every attendee.  
Sponsorship also includes a full-page b/w add in the conference program. **SOLD**~~

**Conference Program**                      **\$5,000**                      **(\$2,500 with sustaining sponsorship)**  
Your logo will appear on the cover of the conference program that will be provided to every attendee and will be available online at the conclusion of the event. Sponsorship also includes a full-page b/w ad in the conference program.

**Conference Lanyards**                      **\$5,000**                      **(\$2,500 with sustaining sponsorship)**  
Your logo will appear on the lanyard/badge provided to all BEDA conference attendees. Sponsorship also includes a full-page b/w ad in conference program.

**Conference USB**                      **\$5,000**                      **(\$2,500 with sustaining sponsorship)**  
Your logo will appear prominently on a USB (flash drive) that will be provided to every attendee. The USB will include your ad, speakers' bios, presentations, and learning materials. This opportunity also includes and a full-page b/w ad in the program.