

SPORTS DIETITIANS AUSTRALIA

Media Kit 2024



Empowering you to take performance to the next level



Media Kit 2024

- Who we are
- Our members
- Our audiences
- Our services
- Testimonials
- Rates
- Specifications



SPORTS DIETITIANS AUSTRALIA

Who we are and what we do

SDA is the peak professional association for dietitians who specialise in sports nutrition practice.

SDA members provide accurate nutritional information, based on scientific evidence.

They work to proactively enhance the performance and health of people they work with through empowering behaviour change and improvement in lifestyle. Working with elite athletes helps our members learn methods and develop resources which can help the Australian public not just improve, but to thrive.

In the noisy nutrition space, Accredited Sports Dietitians are the experts for sound and safe sports nutrition advice. Our credential also incorporates New Zealand sports dietitians.

SDA



SPORTS DIETITIANS AUSTRALIA

PURPOSE

Empowering you to take performance to the next level

VISION

To be the leaders in health & performance through sports nutrition

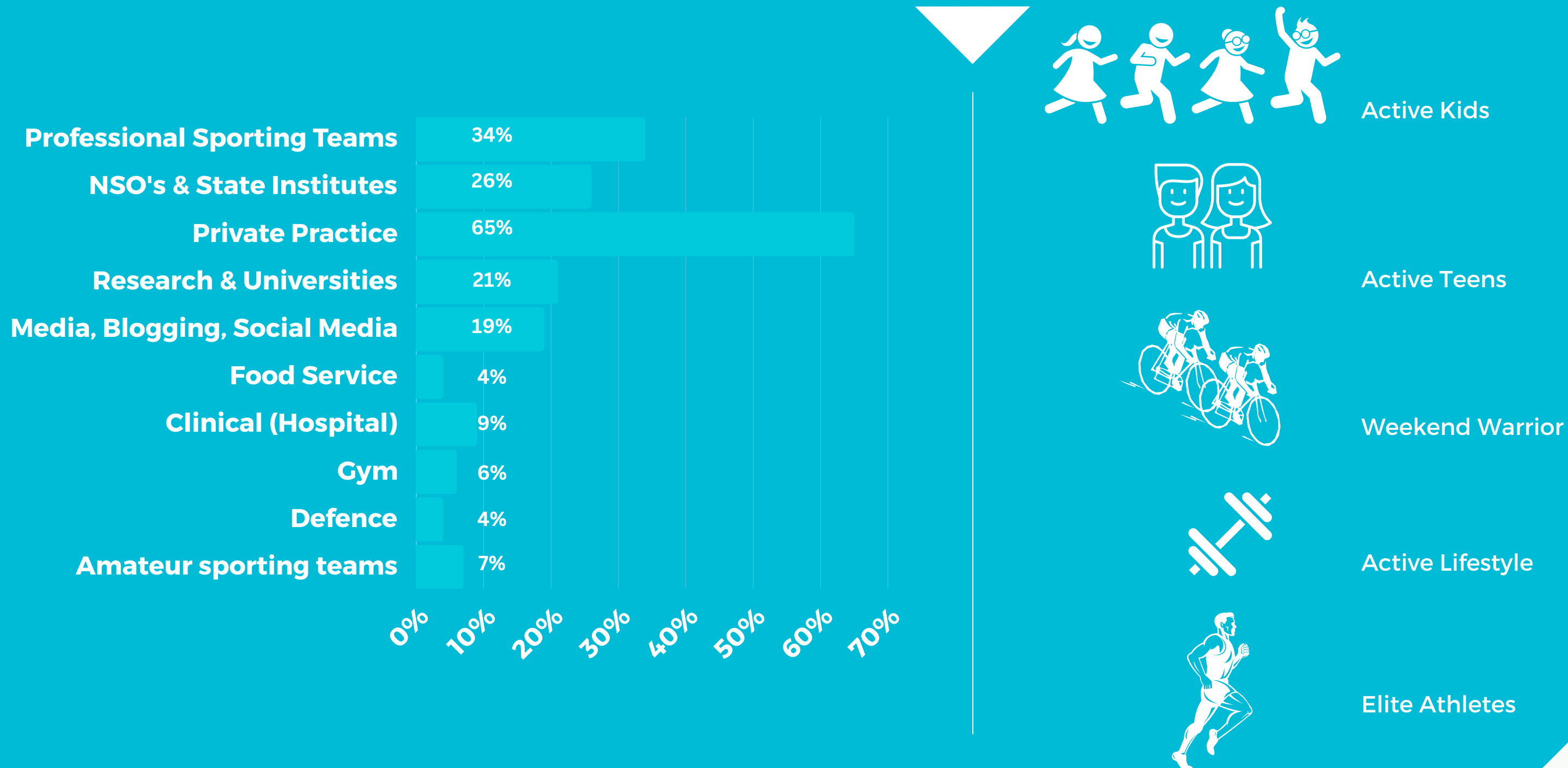
MISSION

To enhance performance and health of all by supporting, educating and advocating the role of sports dietitians

OUR MEMBERS

530 SPORTS DIETITIAN MEMBERS

Showcasing evidence based research, case studies, professional development resources and tips tailored for qualified Sports Dietitians.



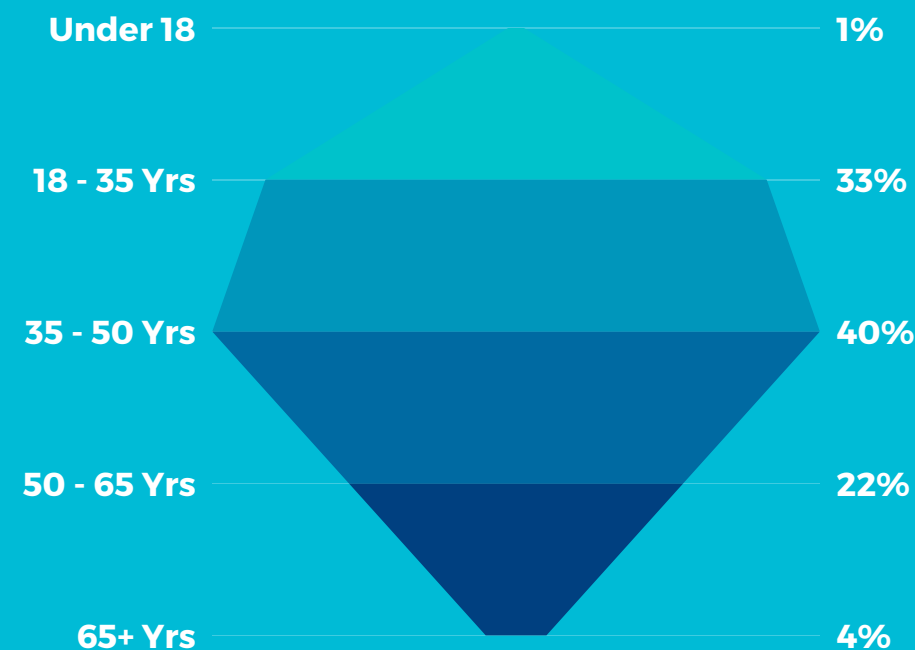
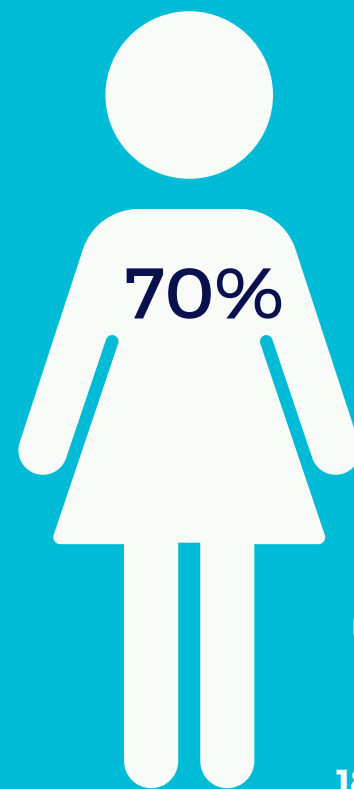
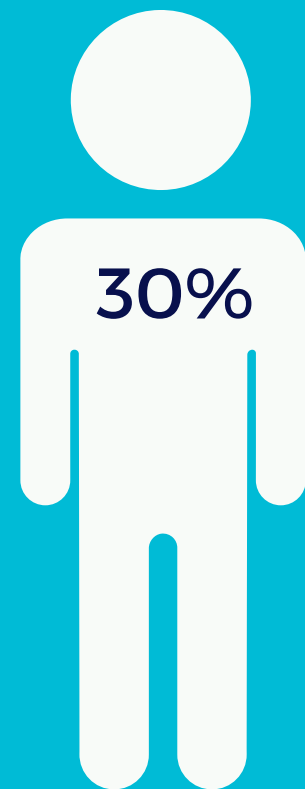
SDA open rate 55-65% in comparison to industry benchmark 36%
SDA click rate 10-20% in comparison to industry benchmark 5.6%

OUR COMMUNITY AUDIENCE

13,600+ SUBSCRIBERS



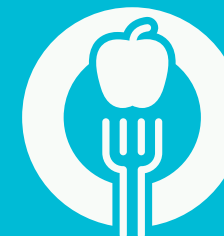
Showcasing the role nutrition plays in exercise performance from qualified, evidence based practitioners tailored for the community and health professionals.



Weekend Warrior **30%**



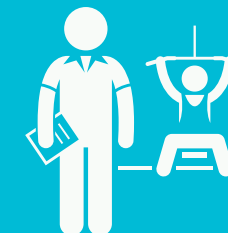
Health Professional **24%**



Dietitian/Nutritionist **37%**



Coach **12%**



Personal Trainer **13%**

SDA open rate 35-40% in comparison to industry benchmark 36%
SDA click rate 8-12% in comparison to industry benchmark 5.6%

OUR SERVICES



EVENTS

SDA events such as the biennial conference and in-person workshops provide an exceptional opportunity to showcase your products and services and connect with this highly engaged and influential audience. A separate prospectus will be provided with event-specific opportunities.

FACTSHEET / RESOURCE DEVELOPMENT

Factsheets are a key destination on the SDA website for both members and our community, with 630,000 page views in the last 12 months. Developed by Accredited Sports Dietitians across a range of topics from pre-fuelling to recovery, factsheets provide credible, evidence-based nutrition messages.

[Click here](#) to view Factsheets

NUTRITION KITCHEN

The SDA Nutrition Kitchen is a series of themed learning hubs on the SDA website.

Each hub contains several resources such as recipes, cooking videos, SDA factsheets and links to relevant and credible external information (member content such as blog posts, and/ or other organisational information, position statements etc.)

[Click here](#) to view the NK

OUR SERVICES



EMAIL COMMUNICATIONS

Dedicated communication opportunities with SDA members to provide targeted and relevant messages. Open rates for emails are very high averaging 55-65%.

Dedicated communication opportunities to the SDA Community. Messages with practical elements are very well received. Open rates average 35-40% open rates.

ADVERTORIAL PRESENTATION

An advertorial presentation is a unique opportunity for industry partners to inform SDA members around relevant products and services. A dedicated 30-45 mins online environment with Q&A segments and the option to record the session for members who can't attend the live presentation.

ADVISORY SERVICE

SDA can assist organisations to connect with Accredited or Advanced Sports Dietitians in the form of an advisory panel (comprising one or more SDA members) to guide on:

- Product development based on sports nutrition principles
- Food servicing based on sports nutrition principles
- Appropriate messaging for promotional purposes
- Education content and resources

TESTIMONIALS

Over many years of working together, Sports Dietitians Australia has provided us with targeted and strategic support through communications, events and resource and education development. With a food-first brand alignment, SDA has provided key support in advocating the benefits of almonds to the sports nutrition community. **Joseph Ebbage, Marketing Program Manager, Almond Board of Australia**

SDA's expertise has been instrumental in the development and success of the Coles PerForm brand. The SDA member advisory panel provides evidence-based sports nutrition advice and insights to ensure our products are on target to meet our customers' needs. **Kim Tikellis, Group Manager Nutrition & Health, Coles Group**



TESTIMONIALS

Congratulations on a successful event – it was certainly a valuable opportunity for us to be there and we had a very positive and successful outcome from our attendance. **Michelle Luff, Bio Concepts, 2023 Conference Exhibitor**

Working with Sports Dietitians Australia has provided us with key support in promoting our products to both sports dietitians and active athletes. The ability to engage with SDA members through their events and platforms has given us invaluable insights to support the integrity and credibility of our products. **Ali Humphrey, Marketing Manager, True Protein**



RATES



ACTIVITY	QTY	COST +GST
SDA Event Exhibition	Per Event Prospectus	Per Event Prospectus
Factsheet/Resource development	1 resource	\$2500
Nutrition Kitchen	1 - 4 resources 5 - 8 resources	\$2000 \$4000
SDA member dedicated eDM	1 email communication	\$1900
SDA community dedicated eDM	1 email communication	\$1900
Advertorial	30 - 45 mins	\$3000
Advisory Service & Product Approval	Bespoke by agreement	Contact SDA



ADVERTISING SPECIFICATIONS

EDM BANNER



- **eDM Size:**
- Width = 600 px
- Height = 200 px
-

Copy	Word Doc
Email images	540 x 350 px 300dpi
Logos	Jpeg
Brand colours	RGB colour code
Email header	650px x 200 px
GIFs	650px x 350 px
URL Links	Embed into word doc

SDA

SPORTS DIETITIANS AUSTRALIA

Contact

For further information regarding sponsorship opportunities please contact:

Marie Walters
Executive Officer
marie@sportsdietitians.com.au