

A Community
for Holistic &
Functional
Practitioners

Since 1985



Partnership Opportunities

Learn how your company can tap into a vibrant community of Holistic Nutrition Professionals who are waiting to hear what you have to offer.



About Our Organization



About The NANP

The NANP is the only professional business league, wholly dedicated to furthering the cause, education, and standards of the holistic nutrition industry.

Our mission is to advocate for and empower a flourishing and diverse community of professionals dedicated to the principles of holistic nutrition.

We do this in part by introducing our members to partners who offer products and services that are vital in helping them grow and flourish in the industry.



Meet Our Audience



Professional

Our membership is multifaceted and includes:
Nutrition Educators • Holistic Nutrition Consultants •
Instructors & School Directors • Mental Health
Counselors • Life Coaches • Natural Chefs •
Registered Dietitians • Medical Doctors •
Naturopathic Doctors • Nutrition Students • Physical
Therapists • and more...



Driven

We couldn't be more excited to introduce you to this discerning group, who drive our industry forward with their exceptional knowledge and cutting-edge research and practices.



Educated

NANP not only sets the standard for education in the holistic nutrition space, we are dedicated to providing quality continuing education for our members covering core topics and today's latest in research, developments, and news.



Cutting Edge

Our members know there are new and exciting products and services coming to market each day, and they are eager to learn all about them and put them to use in their practices.



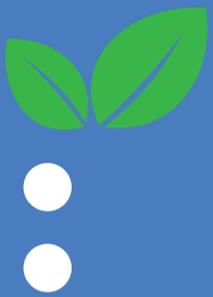
Position Your Brand with a NANP Partner Plan

Add a team of nutrition professionals to your sales force!

Our members are counting on our partners to share valuable insights on how products and services can positively impact their practices.

Consider our members to be an extension of your sales force, by equipping them with tools they can use in their practices!





Partner Opportunities



Silver

- ✓ NANP.org home listing
- ✓ NANP.org Partner listing
- ✓ myNANP member listing
- ✓ Members Only E-blast
- ✓ E-News Ad
- ✓ E-News Advertorial
- ✓ CPP Listing
- ✓ HEALCon Discount
- ✓ 6 Social Media Posts



Gold

- ALL Silver Benefits PLUS**
- ✓ Live Webinar with replay to attendees
 - ✓ Full List E-Blast



Platinum

- ALL Silver and Gold Benefits PLUS**
- ✓ Live Webinar with replay to Full List
 - ✓ Career Center Coach Lead Generator
 - ✓ Podcast Sponsorship
 - ✓ Members Discount E-blast & Listing



Diamond

- All Other Plan Benefits PLUS**
- ✓ Live Webinar with full replay & YouTube
 - ✓ NANP.org Blog Post
 - ✓ CPP Video Tutorial
 - ✓ E-News Video
 - ✓ 6 NANP.org Event Posts
 - ✓ +6 Social Media Posts
 - ✓ 6 Boosted Social Posts
 - ✓ 6 Social Video Posts

NANP.org

Website Marketing



NANP Website

The NANP website is filled with news, resources, educational opportunities, and much more! It is a landing spot for all of our marketing efforts and is utilized by our members, partners, and prospects.

Monthly, our site receives over 23,000 page views with 94% of those coming from new site visitors spending over 56 seconds with each visit.



Home Page Placement

Our NANP home page is the top visited page on our website. From our partner rotator ad, our partners have received over 1.3 million views with a 1.23% click through rate just in the last year.

Partners receive home page rotator ad placement. This rotator is viewed over 1.4M times each year, and over 1.2K clicks. Your linked logo appears within a partner rotator visible for all who land on our home page.



Partner Page Placement

NANP partners also have a dedicated place on our website to provide a logo, link and company bio highlighting the products and services they offer.

Each month over 200 visitors view this page and spend over 1 minute searching for products and services.



Blog Post

NEW to our web marketing, our Diamond partners will receive a feature article in our blog. Have evergreen marketing with this 500 word blog post opportunity that lives in our blog archives long after the year has passed.



Career Center Coach Resource Profile & Listing



- Your profile on the dashboard is linked to your social channels, website, and email
- Leads are captured and sent directly to you via email
- Members have direct access to the career center platform through our members only dashboard
- NANP.ORG website visitors also have direct access to the career center
- We also include quarterly promotions for the career center in our *Nourishing Bytes* Newsletter

Included with our Diamond and Platinum partner plans! We are so excited to offer this NEW opportunity to get in front of even more potential customers!

This is a great lead generator opportunity giving you a prime spot in our career center dashboard. It places you in the spotlight as a “coach” allowing you to share your expertise and generate business from our members and others that utilize this tool for everything from writing a resume, to starting a business.

The NANP Career Center receives over 13,000 views each year. Currently there are over 1,800 registered users that utilize these resources. New to this platform, the Coaching Resource Listings are an added benefit to the user home page that offers an opportunity for delivering leads right to your door.



Angie Callen
Professionally Certified Resume Writer and Career Coach

Coaching / About the Coach

Sometimes you just need help. Whether you're ch searching today, unbiased advice can really come This is why I founded Career Benders.

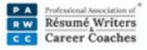
Did you know that over 70% of Americans are rep It's my hope to see this sad statistic improve by dc myths that keep us from making a change or step Don't Settle. Career satisfaction is within your reac Finding a career you love isn't as impossible as yc of experience, we're here to help you move confid Whether that's a level up, a new field, a new functi you the practical tools you need to make it a reality I'm empowering you to leave the 70%.

Change is afoot and we're leading the way to hap

Certifications

- CPCC - Certified Professional Career Coach
- CPRW - Certified Professional Resume Writer

Affiliations





Meet Our Coaches

All Industries



Felicia A. Shanklin
M.Ed., Career Coach, Certified Professional Resume ...

Founder of Career Scripts: Professional Profile Service specializing in Resumes, Cover Letters, LinkedIn, Interviewing, Job & Internships, Entrepreneurship, Networking,...





Freda Thomas
Career Coach, Certified Resume Writer, LinkedIn Pro

Freda is an award-winning Career Development Coach, specializing in job search strategies, resume creation, LinkedIn profiles, and career planning for senior level...





Karen Sharp-Price
Professional Career Coach

Karen Sharp-Price is a Certified Professional Career Coach (CPCC). She is also certified as a Professional in Human Resources (PHR) as well as a Certified Professional in...



Promotional Webinar

Included with your Diamond, Platinum, or Gold partnership package, the promotional webinar hosted by NANP gives you the opportunity to showcase what is unique about your products or services in a live interactive webinar. **These webinars attract 150-350 live attendees.**

NEW Diamond Partner Added Benefit

Your post webinar replay will be sent to those who attended the live webinar AND our entire subscriber list. Your webinar replay also will be uploaded and live on our YouTube channel to give you a lasting presence.

NEW Platinum Partner Added Benefit

Your post webinar replay will be sent to those who attended the live webinar AND our entire subscriber list.

Pre-Webinar Marketing

Not only do you get a full hour of live webinar air time, this option includes 2 weeks of pre-webinar email marketing and member dashboard exposure. The best part is we take care of it all!



Post-Webinar Replay

Your exposure goes beyond your live webinar with a post webinar replay, sent out to all who register and attend.

Email Marketing Options

About our Subscribers

We have an amazing list of subscribers who are extremely receptive to our email marketing. Each person on the list has subscribed and continues to interact with the messages we send.

Our list is over 16,000 strong. Open rates of 43% are well above industry norms at 34%. Click through rates are between 1-18%, also exceeding the 0.89% industry average.

Whole List E-blast

We make sharing your company and what it has to offer easy with our full list email marketing campaign. You supply the information, links and offer and we do all the layout and design work. Whole list E-blasts are included in our Diamond, Platinum, & Gold Partner Plans.

Members Only E-blast

Each of our partner plans include a members-only email marketing campaign. This works wonderfully as a targeted message with a members-only offer. It's a great way to get samples, discounts, or offers out to all the right people.

Nourishing Bytes E-Newsletter

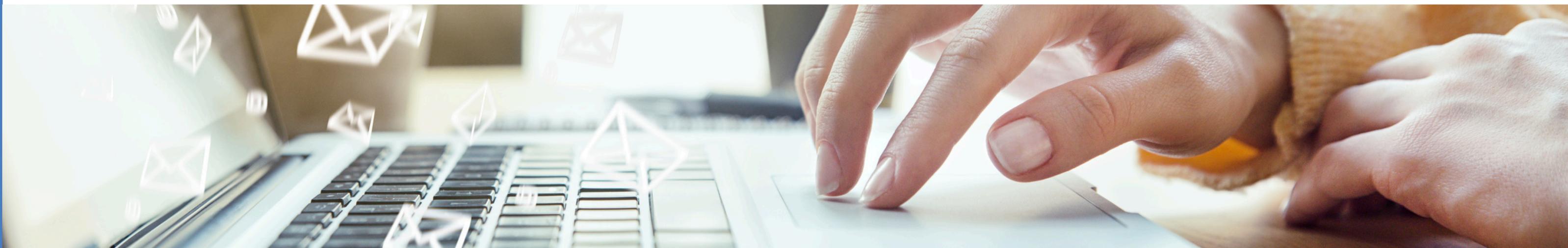
Our bi-weekly newsletter Nourishing Bytes newsletter is sent out every other week to our entire subscriber list.

The advertorial is an amazing opportunity for you to highlight once again your products and/or services. Included with each of our partner plans.

A Nourishing Bytes Sponsorship, also included in each partner plan, is essentially a static advertisement within the newsletter which includes a link to your website.

NEW Video Newsletter Ad

This NEW Diamond partner opportunity is a great way to get noticed with a video that highlights your products and/or services. Provide your pre-made video message (up to 60 seconds in length) or just drop us your pics, logos, and text and we will create one for you.



Nourishing You Podcast Sponsorship



Could Mold be Impacting Your Health?

With Special Guest

DR. JILL CRISTA

Nourishing You
Podcast 

NANP
A Community
for Holistic &
Functional
Practitioners
Since 1985
nanp.org

NANP's YouTube channel has over 1,700 subscribers who visit and revisit for the latest and most relevant topics in today's world of Holistic Nutrition. Each month our podcasts receive over 2,100 views watching over 250 hours of this informative podcast.

Diamond and Platinum partners receive a sponsorship message that is strategically placed throughout this one-hour podcast. Additionally, sponsorship is attached to podcast mini-clip marketing, giving you an even broader reach.

NOTE: This message contains your company bio pre-recorded by our NANP executive director.

NEW

Educational Video Resource with Listing & Promo

We have developed a comprehensive career-building program for our members with over 50 individual learning components. In 2023 we began offering this program FREE to each of our Professional Members with overwhelming participation.

The Career Preparedness Program offers resources for all levels of practitioners; including those just starting out to those who have established practices.

This is an amazing opportunity for our Diamond partners to put your company in the spotlight by providing a 30-60 minute educational video resource that will live within this program.

Both Diamond and Platinum partners receive a listing in the resources directory.

Resources are accessed repeatedly by our membership. Additionally, we promote this resource in a stand alone e-blast every other month, to new members, and on our myNANP member dashboard.



CAREER PREPAREDNESS PROGRAM



Social Media Marketing



NANP has an active social media following on Facebook, Instagram, and LinkedIn. With over 10,000 Facebook followers, 3,400+ Instagram followers, and a daily posting presence on all three channels, our audience is a great compliment to your NANP marketing.

Social Media Posts are included in each of our partner plans.

NEW For our Diamond Partners we have added paid boosting & video ad posts.





Member Dashboard



myNANP Business Page

NANP Partners get a dedicated page on our members only dashboard. Your profile page contains your logo, link and company bio highlighting the products and services you offer.

Each month over 1,400 members have unlimited access to your business listing.

NEW

myNANP Business Resource Listing

To maximize your exposure, we have also created a business resource page that highlights our Partners all in a single place making it easier for members to find you!

Your plan includes a listing on this page with your logo, bio, and link to your website.

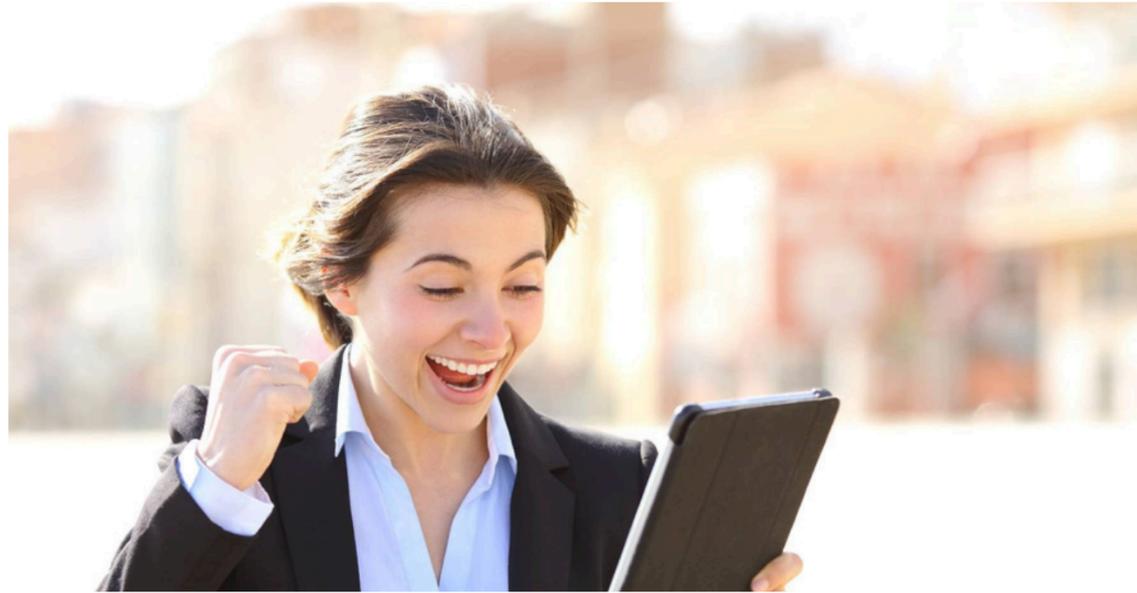
Membership Discount Marketing

A unique way for Diamond and Platinum partners to reach our membership with a special discount offer. This opportunity includes an eblast to our entire membership (1,400+).

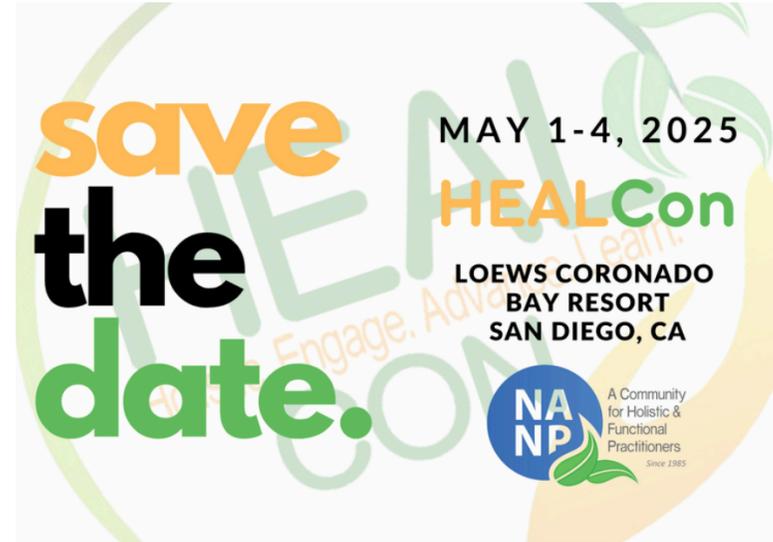
Your offer will also be listed in our member dashboard for 12 months.



Other Benefits



Your Partner Plan is designed to give you many opportunities to reach our members and subscribers throughout the calendar year. Our team will work to keep you informed and your marketing dollars working for you all year long. This includes regular reports and check-in calls.



Events Calendar

Diamond partners also get more exposure for in-house events. Your events posted on our website for all visitors to see.

HEALCon Partner Pricing

Partners get **25% OFF** the regular booth rate for exhibiting at HEALCon, our annual conference and expo.

BONUS

As part of your partnership onboarding process, we will send out a social introduction of your company through all of our social channels.



Thank You

We look forward to having you as a partner!

Please don't hesitate to reach out to us with any questions.

Your Partnership Team

Tiffany Perry- Development Specialist
tiffany@nanp.org

Nic Ehrgott- Marketing Specialist
nic@nanp.org

