

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 Members

Professional

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

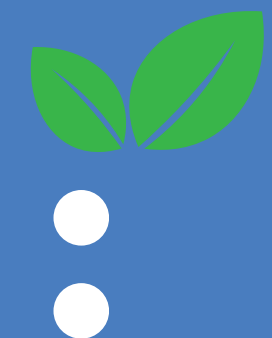
Our members know there are new and exciting
products and services coming to market each day, and
they are eager to learn all about them and put them to
use in their practices.

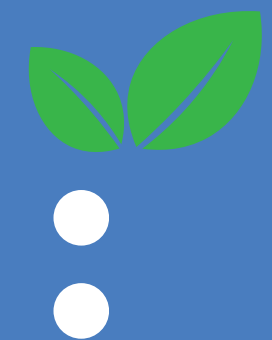
Position Your Brand with a NANP Partner Plan

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

	 PLATINUM	 GOLD	 SILVER
Logo On NANP Partner Page	✓	✓	✓
Logo on NANP Home Page	✓	✓	✓
NANP Webinar (LIVE DEMO) Promotional	✓	✓	✓
Full List E-blast	✓	✓	✓
Members Only E-blast	✓	✓	
Nourishing You Podcast Sponsorship	✓	✓	
Nourishing Bytes Advertorial	✓		
Nourishing Bytes Sponsorship	✓		
Member Discount Marketing	✓		
Social Media Posts	✓	✓	✓
Your Events on our Calendar of Events	✓	✓	✓
HEALCon Partner Pricing	✓	✓	✓
BONUS- Social Introduction	✓	✓	✓

NANP 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 affiliates as a regular resource.

Monthly, our site receives over 16,000 page views with 94% of those coming from new site visitors spending over 1 minute with each visit.

Home Page Placement

Our NANP home page is the top visited page on our website.

Placement on our home page is included in each of our partner plans. Your linked logo appears within a partner rotator visible for all who land on our home page.

Another value added benefit for being an NANP partner.

Partner Page Placement

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

Each month over 100 visitors view this page and spend over 1 minute searching for products and services.

Promotional Webinar

Included with your 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.**

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 15,000 strong. Open rates of 46% 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.



Members Only E-blast

Platinum and Gold Partners also receive an additional 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

Platinum partners have two opportunities to shine in our bi-weekly newsletter Nourishing Bytes. This newsletter is sent out every other week to our entire subscriber list.

The advertorial is an amazing opportunity for your company to highlight once again your products and/or services.

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



Nourishing You Podcast Sponsorship



**Environmental
Toxicants**

With Special Guest

LARA ADLER

*Nourishing
You*
Podcast



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.

Platinum and Gold 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.

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.





Other Benefits



Our partnership plans are 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.

Membership Discount Marketing

A unique way to reach our membership with a special discount from your company. This opportunity includes an eblast to our entire membership.

Events Calendar

Partners 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
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Nic Ehrgott- Marketing Specialist
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A Community
for Holistic &
Functional
Practitioners

Since 1985