

# Partner School Opportunities

Learn how your school can tap into a vibrant community of holistic nutrition enthusiasts and potential students 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. We are the “go to” authority on quality, credible holistic nutrition education programs.

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 opportunities and education that are vital in helping them grow and flourish in the industry.







# Meet Our Community



## Potential Students

Our audience is comprised of over 15,000 who value the principles of holistic nutrition. They are life-long learners seeking education and opportunities to grow. They share a commitment to continuous learning and professional growth, and realize that it enhances credibility within the nutrition community.



## Driven

We couldn't be more excited to introduce you to this discerning group, who drive our industry forward with their passion for learning and sharing what they have learned with others.



# Place Your School in Front of Life-Long Learners with an NANP Partnership

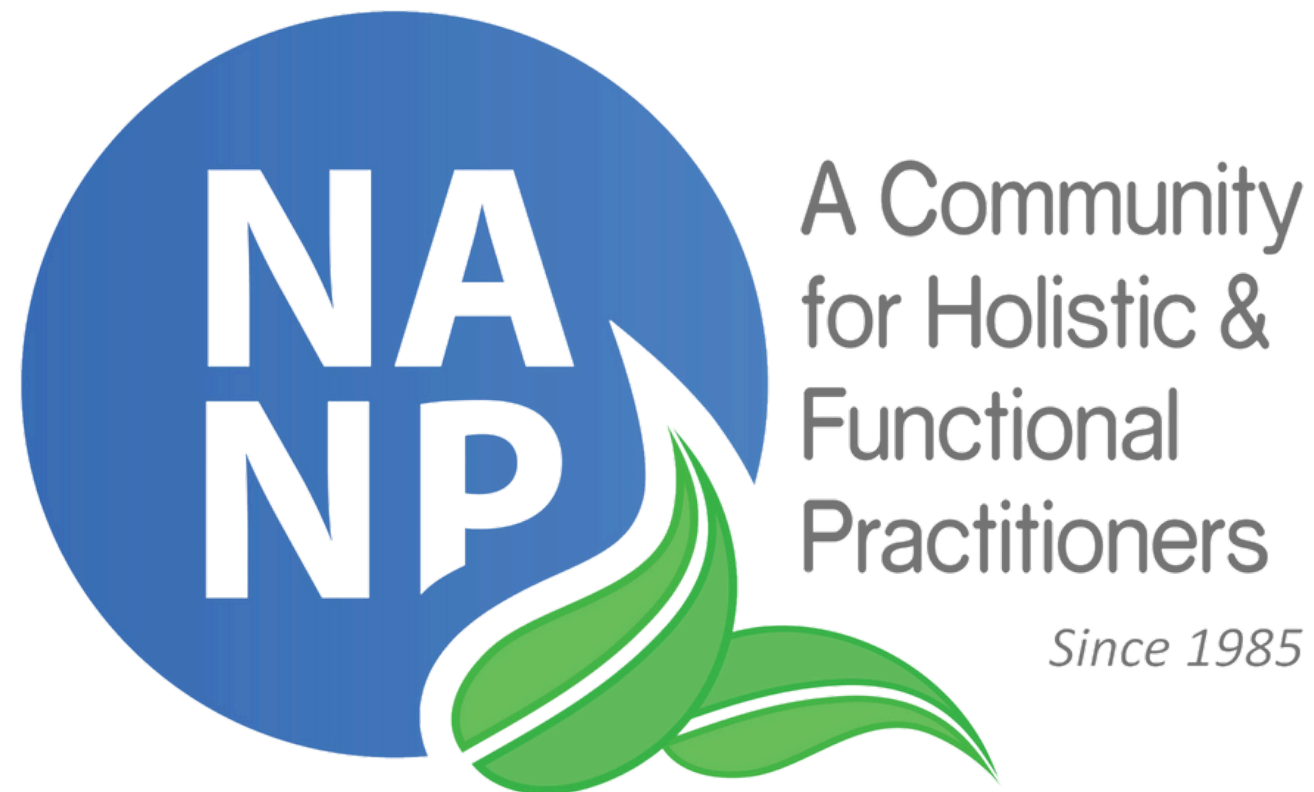
The NANP receives thousands of calls, emails, and website visits from prospective students eager to find a credible holistic nutrition or natural chef training program. That's because they feel confident in selecting programs that carry our seal of approval!

You can take advantage of these school-seekers by supporting the NANP through our Partner School program. Your investment guarantees premium placement in many of our marketing outreach efforts, including our website, e-newsletter and lots more.





# Partner School Benefits



Your \$2,300 investment includes:

- Initial one-time dedicated e-blast announcing our NEW partnership
- Annual Nourishing Bytes Advertorial for returning Partner Schools
- Your school linked logo in our home page rotating banner
- Logo and URL linked on the [Partner Schools](#) page
- Your school listing on our resources page in our members only dashboard
- Quarterly social media posts
- Calendar event listings for your FREE promotional events listed in our members-only dashboard



# 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 23,000 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 your school partnership. 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 School Page Placement

NANP school partners also have a dedicated place on our website to provide a logo and link highlighting what they offer.

Each month over 1,200 visitors view this page and spend over 1 minute searching for educational opportunities.



# 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.

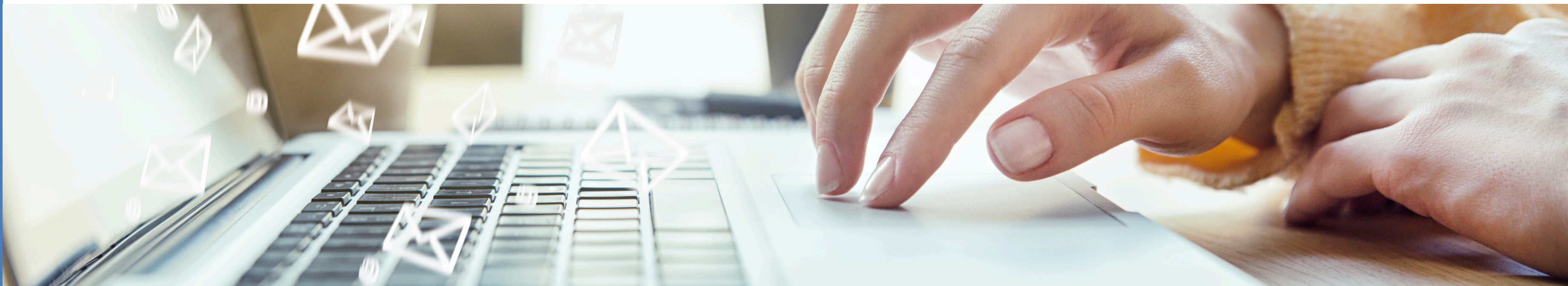
## Introduction E-blast

New Partner Schools are introduced with an email marketing campaign. This dedicated e-blast is sent out to our entire list of members & prospects. It's a great way to highlight your school programs and what you have to offer.

## Nourishing Bytes E-Newsletter

Partner schools who renew their partnership have the opportunity to shine in our bi-weekly newsletter Nourishing Bytes. This newsletter is sent out every other week to our entire subscriber list.

This advertorial is an amazing opportunity for your school to highlight once again what's unique about your school. Advertorials give you the chance to promote your school with graphics, links, and up to 750 words of content.





# 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, more than 1,000 followers on LinkedIn, 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.

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## HEALCon Partner Pricing

Partner schools get **pre-registration members only pricing** for attending HEALCon, our annual conference and expo.

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## Events Calendar

Partners get more exposure for in-house events. Your events are posted on our website for all visitors to see.

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## BONUS

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

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# 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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A Community  
for Holistic &  
Functional  
Practitioners

*Since 1985*