

# HEDS

HOUSTON EATING DISORDER SPECIALISTS

HEDS 2024 Community Conference

# Sponsorship Opportunities



# About the HEDS Community Conference



 **Saturday, February 17, 2023**

 **Houston Food Bank**

 **More Than An Eating Disorder:** *Finding Identity Outside of Recovery*

Houston Eating Disorders Specialists (HEDS) is a nonprofit, multidisciplinary group of professionals from the greater Houston area who specialize in the treatment of eating disorders and are committed to quality care of those affected by these disorders.

In 2020, we hosted our first-ever community-specific conference to provide a space for folks recovering from an eating disorder, recovered from an eating disorder, or the support members of someone going through recovery to join together and talk about eating disorder support.

We will be hosted our third community conference in February 2024.

# Meet the Conference Co-Chairs



**We're Hannah Steffen** (*left*) **and Morgan Sinclair** (*right*) - your 2024 HEDS Conference Co-Chairs.

## **Hannah Steffen, RDN, LD, CEDS**

Hannah is a private practice dietitian and owner of Hannah Steffen Nutrition. Hannah sees clients in-person in Houston, TX and virtually in Texas, North Dakota (her home state!), and Minnesota. This is Hannah's 3rd year as a conference chair.

## **Morgan Sinclair, MS, RDN, LD**

Morgan is the owner of Morgan Sinclair Designs - a strategy + design studio for weight inclusive businesses - and founder of The Eating Expedition, where she hosts food-focused trips around the world. This is Morgan's 5th year as a conference chair.

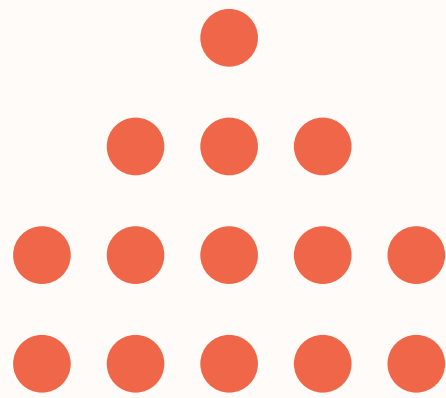
# Tentative Conference Schedule

**Saturday, February 17, 2024 // 9am to 4:30pm**

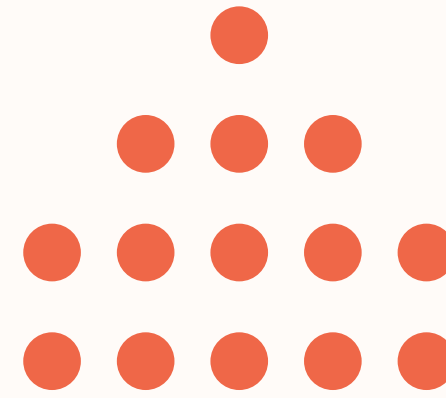
- 9:00am to 10:00am** Check-In, Social Hour, and Morning Snack
- 10:00am to 10:30am** Welcome
- 10:30am to 11:45am** Presentation + Workshops
- 11:45am to 12:45pm** Visit Sponsors + Get Food (Lunch)
- 12:45pm to 2:00pm** Panel Discussion
- 2:00pm to 2:30pm** Visit Sponsors, Stretch Break, and Afternoon Snack
- 2:30pm to 4:00pm** Keynote Speaker
- 4:00pm to 4:30pm** Closing Remarks + Raffle Basket



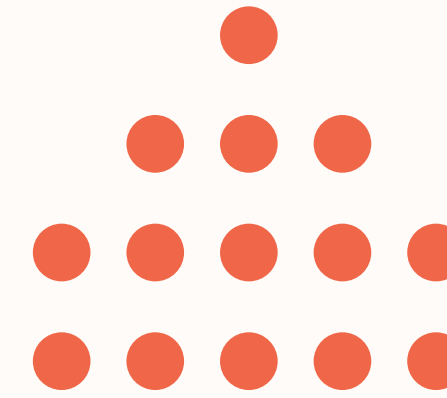
# Expected Audience



**Folks Recovering from Eating Disorders**



**Folks Recovered from Eating Disorders**



**Support Systems of Folks Recovering**

# Where Your Sponsor Money Is Going



## Conference Logistics

The bread and butter of our conference is the logistics. This includes our venue, food, systems to collect registration, giveaways, and more. Our venue is being held at the Houston Food Bank and all food will be provided through them.



## Keynote Speaker

Finding identity outside of the eating disorder can be one of the key components that leave people feeling stuck. We are excited for this year's keynote speaker to provide hope and insight on how to walk through this process by sharing their personal experiences related to finding their own identity outside of recovery and their relationship with food and body image.

## InkFactory

If our budget allows, we would love to bring a live artist to the conference through InkFactory who can draw the key takeaways in real time. This drawing would also be provided digitally to all attendees. You can learn more about InkFactory and see examples on their website [here](#).

# Speciality Sponsors

## Lunch Sponsor \$Cost of Lunch

### 1 Lunch Sponsorship Available

**Wholehearted Benefits**, including:

- First choice in choosing the location of marketing booth
- Lunch recognition
- 4 Complementary Registrations
- Logo on HEDS Conference Website + link to your business website
- Features on social media marketing
- Name/Logo on day-of schedules and programs
- List of attendee emails who have granted permission to share

+ **Choice of 2 A La Carte Options** (Page 8)

## Afternoon Snack Sponsor \$Cost of Snack

### 1 Snack Sponsorship Available

**Wholehearted Benefits**, including:

- First choice in choosing the location of marketing booth
- Lunch recognition
- 4 Complementary Registrations
- Logo on HEDS Conference Website + link to your business website
- Features on social media marketing
- Name/Logo on day-of schedules and programs
- List of attendee emails who have granted permission to share

+ **Choice of 2 A La Carte Options** (Page 8)

## InkFactory Sponsor \$Cost of Snack

### 1 InkFactory Sponsorship Available

**Wholehearted Benefits**, including:

- First choice in choosing the location of marketing booth
- Lunch recognition
- 4 Complementary Registrations
- Logo on HEDS Conference Website + link to your business website
- Features on social media marketing
- Name/Logo on day-of schedules and programs
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+ **Choice of 2 A La Carte Options** (Page 8)

# Sponsorship Tiers

## Wholehearted \$1,250

### 3 Wholehearted Sponsorships Available

- First choice in choosing the location of marketing booth
- Lunch recognition
- 4 Complementary Registrations
- Logo on HEDS Conference Website + link to your business website
- Features on social media marketing
- Name/Logo on day-of schedules and programs
- List of attendee emails who have granted permission to share

## Courageous \$750

### 4 Courageous Sponsorships Available

- Lunch recognition
- 2 Complementary Registrations
- Logo on HEDS Conference Website + link to your business website
- Features on social media marketing
- Name/Logo on programs
- List of attendee emails who have granted permission to share

## Brave \$250

### 8 Brave Sponsorships Available

- 1 Complementary Registration
- Logo on conference website + link to your business website
- Features on social media marketing
- Name/Logo on programs

## Provider Partners \$100

*For providers in Houston (and Texas) who want to promote their 1:1 services and groups.*

- Logo on website with direct link
- Shared marketing booth w/ shift to stand at table
- Available to register when conference registration opens!



# A La Carte Add-Ons

AVAILABLE TO ADD-ON TO WHOLEHEARTED, COURAGEOUS, AND BRAVE SPONSORSHIPS

## 2 Minute Marketing Video **\$200**

**Played during breaks at the conference. Video to be created by sponsor.**

All videos must be approved by the HEDS Board before being shown at the conference.

## Email Blast to Registrants **\$100**

**1 email sent to all attendees (via Mailchimp) within one month of the conference. Copy and graphics must be provided by sponsor.**

All copy and graphics must be approved by the HEDS Board before the email is sent.

## Instagram Live **\$75**

**IG Live with sponsor + member of HEDS Board to share about the sponsors involvement in the Houston community.**

## Instagram Reel **\$50**

**Created by sponsor, posted by @houston\_eds with provider as a collaborator.**

The Reel must be approved by a HEDS Board Member before posting and revisions may be requested.

# Raffle Sponsors



## Interested in sponsoring a raffle basket?

Email us at [conference@houstoneds.org](mailto:conference@houstoneds.org) with the subject line “Raffle Basket”.

We are hoping to provide 3 raffle baskets as a giveaway for attendees participating in the conference and visiting the sponsor booths.