Sponsorship Proposal

Precision Nutrition and Brain Health Symposium April 15-16, 2021



Our brains are built and supported by our mothers' diets and then, by our diets. An individual's response to incoming nutrition is programmed and very individualized.

Maternal nutrition is important for fetal development even before conception: We now know that sufficient nutrition is necessary from the very beginning, even pre-conception, for proper development of the subsequent infant. After birth, the brain continues to rapidly grow. The neural tissue built from maternal diet is expanded by individual diet, but both stages are driven by maternal and individual genetics. At the Nutrition Research Institute (NRI), we strive to understand how the process of brain development and function can be optimized for an individual based on his or her genetic and nutritional background.

To further explore and expand research focused on this area, the NRI will bring together scientists, physicians, students, and funding agency representatives, including from the NIH, for a two-day symposium titled "Precision Nutrition and Brain Health" to be held online on April 15 and 16, 2021.

Goals

- Start conversations around the theme of how genes and nutrition interact and how this affects brain development and health
- Facilitate discussions around incorporating precision nutrition into research on brain development.
- Lead the advancement of precision nutrition in the field of brain development and health

Features

- Keynote speakers in each of three areas as they relate to nutrition: brain development and aging, nutrigenetics, and gut-brain axis
- Speakers who are leaders in their fields of the effects of nutrition on brain development and aging, nutrigenetics, and the gut-brain axis

NUTRITION RESEARCH

- Networking session to bring together leaders and trainees for organic discussions
- Funding agency expert who will answer questions from attendees

Maternal Nutrition & Infant Gut Microbiome



Kjersti M. Aagaard, MD, PhD Baylor University Houston, TX USA

Dr. Kjersti M. Aagaard is a Henry and Emma Meyer Endowed Chair Professor and Vice Chair of Research in the Department of Obstetrics & Gynecology, Division of Maternal-Fetal Medicine at Baylor College of Medicine and Texas Children's Hospital in Houston, Texas. She earned her MD from the University of Minnesota Medical School in 2000 and went on to complete a PhD at the Mayo Graduate School of Medicine. Dr. Aagaard's clinical and translational research interests focus on the role of the microbiome in pregnancy and early development, and the impact of key exposures in pregnancy (such as diabetes, maternal high fat diet, smoking, and environmental chemical exposures) on fetal development and later in life disease.

Nutrition & Brain Development



Michael K. Georgieff, MD University of Minnesota Minneapolis, Minnesota USA

Dr. Michael K. Georgieff is the Martin Lenz Harrison Land Grant Professor of Pediatrics at the University of Minnesota. He is the Director of the Division of Neonatology, the Executive Vice Chair of the Department of Pediatrics, and the Director of the Center for Neurobehavioral Development. He received his MD from Washington University in St. Louis, Missouri, followed by residency at The Children's Hospital of Philadelphia and a fellowship in neonatology at the University of Minnesota. Dr. Georgieff studies the effect of nutrient deficiencies on the developing brain. He has published over 225 scientific articles and serves as an advisor to the National Institutes of Health, UNICEF and the American Academy of Pediatrics.

Aging, Microglial Cell Priming, and Discordant Communication between Immune System and Brain



Rodney W. Johnson, PhD University of Illinois at Urbana-Champaign Champaign, IL USA

Dr. Rodney Johnson is professor and head of the University of Illinois Department of Animal Sciences. His research in animal sciences investigates how perinatal insults such as infection, nutrient deficiency, and birth weight affect brain and cognitive development; and how aging results in inflammation in the brain and deterioration of brain health and behavior. A special focus is on how infection and diet influences the communication between the immune system and brain. Dr. Johnson grew up on a crop and livestock farm in west-central Illinois. He earned a B.S. from Truman State University and a M.S. and Ph.D. from the University of Illinois. After post doctorate training at Iowa State University, he joined the University of Illinois faculty in 1993. Dr. Johnson has published over 135 peer reviewed papers, is past Director of the University of Illinois Division of Nutritional Sciences, and is a University Scholar.

Genetics & Brain Development



Rima Rozen, PhD McGill University Montreal, Canada

Dr. Rima Rozen is a James McGill Professor of Human Genetics and Pediatrics in the Faculty of Medicine at McGill University in Montreal, Canada. Dr. Rozen received her PhD from McGill University and pursued postdoctoral training at McGill University and Yale University. In 1984, Rozen set up her research program on genetics and metabolic disease at McGill University. She has published over 230 papers and has received several awards for her research including the Prix Léo-Pariseau from the Association canadienne-francaise pour l'avancement des sciences, the CIHR Senior Scientist Award, and the Queen Elizabeth II Diamond Jubilee Medal. Her research focuses on genetic variation and gene-nutrient interactions in folate metabolism to study their impact on various disorders including reproduction, liver disease, and brain function.

Precision Nutrition and Brain Health Symposium Sponsorship Opportunities

Sponsors receive wide recognition among nutrition scientists and specialists



Precision Nutrition and Brain Health Symposium

Sponsorship Levels and Benefits

Benefits of Sponsorship	Sponsorship Level			
	\$10,000	\$7,500	\$5,000	\$2,500
RECOGNITION				
Social media recognition	\checkmark	\checkmark	\checkmark	\checkmark
Logo or name acknowledgment on symposium website and in materials	Headliner logo	Large logo	Medium logo	Small logo
Acknowledgment by session leaders in oral remarks	\checkmark	\checkmark	\checkmark	\checkmark
Exhibition space in virtual Sponsors Marketplace with designated links	\checkmark	\checkmark	\checkmark	\checkmark
Included in media release about programming	\checkmark	\checkmark		
Presenting sponsor recognition during symposium events	\checkmark			
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Additional Benefits

- Complimentary individual registration
- Association with a renowned research university institute specializing in nutrition science
- Company image enhanced as a responsible business committed to improving health through nutrition
- Increasing your brand awareness and maximizing logo recognition, products and services

Sponsorship Is a Sound Investment

- 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality*
- 61% of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause*

*2013 Cone Communications/Echo Global CSR Study

Thank you for the opportunity to present this proposal for your consideration.

For more information, contact

Suzanne Dane

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