



SCHOOL  
NUTRITION  
ASSOCIATION

# 2022 SPONSORSHIP OPPORTUNITIES

Build Your Business and Your Brand  
with the School Nutrition Association



# Build your **BUSINESS** and your **BRAND**



**Increase your visibility, gain market share and maximize your budget** by partnering with the School Nutrition Association as a sponsor of a meeting, educational event, school nutrition national campaign or supporter of the School Nutrition Foundation, the charitable arm of SNA.

Sponsorship opportunities are available at multiple price points as outlined in this brochure to suit your budget.\* For more details on these opportunities, please visit our website at [www.schoolnutrition.org/sponsorships](http://www.schoolnutrition.org/sponsorships) or contact **Nita Artis, Business Development Manager**, at [nartis@schoolnutrition.org](mailto:nartis@schoolnutrition.org).

**We look forward to partnering with you to meet your marketing goals!**

## GEM CLUB

Gem Club members provide essential support for SNA's four main conferences and are recognized throughout SNA's print and digital marketing channels. You must sign-up separately for each conference; however, you are not required to sign-up for all conferences to participate as a Gem Club sponsor.



### Membership Levels

<b>Diamond</b> \$2,500 (company logo)	<b>Ruby</b> \$1,000 (company name, larger font)	<b>Pearl</b> \$500 (company name)
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### Conference Opportunities

- School Nutrition Industry Conference (SNIC) – January
- Legislative Action Conference (LAC) – Late February or early March
- National Leadership Conference (NLC) – April
- Annual National Conference (ANC) – July

\* OPPORTUNITIES CURRENT AS OF 2/4/2022

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# NATIONAL *Leadership* CONFERENCE 2022

Hilton West Palm Beach  
West Palm Beach, FL  
April 28-30, 2022



**Support and connect** with 250+ current, future and emerging leaders of SNA state affiliates in this intimate conference, featuring keynote speakers, curated breakout education sessions and peer-to-peer networking.



## Available Opportunities for 2022

### PROFESSIONAL HEADSHOT LOUNGE

\$3,000 – Exclusive sponsorship

### CONFERENCE TOTE BAGS

\$3,000 – Exclusive sponsorship

### REFRESHMENT BREAKS

\$3,500 + associated hotel fees – 2 co-sponsorships available

### GENERAL SESSION KEYNOTE SPEAKERS

\$5,000 – Exclusive sponsorship for each session, total of two sessions available.

### CONFERENCE WI-FI

\$5,000 – Exclusive sponsorship

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# ANNUAL *National* CONFERENCE *2022*

**Orange County  
Convention Center  
Orlando, FL  
July 10-12, 2022**

**The school nutrition event of the year!** ANC provides an unparalleled opportunity for industry to showcase their latest and greatest products and services in the largest K-12 foodservice tradeshow, network with thousands of school nutrition professionals from across the country and attend dynamic education sessions.

Increase your visibility and brand exposure and generate solid leads from SNA's most influential members by sponsoring one of the key components of ANC. **Available to contracted ANC exhibitors only.**

# ANC 2022 ANNUAL NATIONAL CONFERENCE



## New for 2022—Directors Track!

Includes a special pre-conference workshop, education sessions and in-person and virtual meetups—all designed to help new directors run a more successful program back in their districts. Sponsor benefits include:

- Introducing the speakers at pre-conference session at ANC
- Welcoming the new directors at a reception following the pre-conference workshop
- Introducing the virtual meet-up prior to and after ANC on Zoom

\$25,000 – Exclusive sponsorship, or 2 co-sponsorships for \$12,500 each

# REMAINING ANC OPPORTUNITIES 2022

\*AS OF 2/4/2022



## New Directors Track!

Includes a special pre-conference workshop, education sessions and in-person and virtual meetups—all designed to help new directors run a successful program. Limited to 100-150 attendees. Sponsor will introduce the in-person and virtual event speakers and welcome the new directors at a reception after the pre-con.

Exclusive sponsorship with the option to cosponsor with a non-competing company.

## District Directors/ Supervisor Section Meeting

**\$5,000** – Exclusive sponsorship

Sponsor will introduce the speaker and may place collateral and hand out samples for an additional fee.

## Hotel Room Drops

**\$5,000** per night + associated hotel fees

## Directors' All-Access Pass

**\$2,000** – Limited to 15 companies; only 5 slots remaining.

Directors must visit all the sponsor booths of the pass for the chance to win a 2023 SNA Conference Registration Package to SNIC, LAC and ANC.

## Onsite Print and Digital Banners

Banners vary in size and cost depending on size or location.

Contact SNA for more details.

## Catch the Moment Photo Booth

**\$7,000** – Exclusive sponsorship

One of the most popular booths in the ANC Exhibit Hall! Sponsorship features branded marketing opportunities.

## Surprise & Delight

**\$4,500** each + associated fees – limited to 2 companies; only one slot remaining.

Let us help you create a fun and exciting event in the convention center for attendees when they least expect it.

## Conference Tote Bag Premium

**\$3,500** + associated shipping fees – Limited to 10 companies; only 3 slots remaining.

Provide one premium or collateral item to be included in every conference tote bag. Must be approved by SNA.

## Best of ANC Webinar Series

These highly popular webinars bring expert speakers of the highest-rated sessions to members who cannot attend ANC. Sponsorship includes:

- Logo in marketing materials and at the beginning of the webinar
- Marketing reach to more than 35K members through various channels
- Option of introducing the speakers on each webinar
- Series promotion in School Nutrition magazine

4 webinars, **\$12,000** – Exclusive sponsorship

## Relaxation Station

**\$12,000** – Exclusive sponsorship

A popular place for attendees to relax and recharge at massage stations, featuring branded sponsor signage.

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# PROFESSIONAL *Development* OPPORTUNITIES

# WEBINAR WEDNESDAYS®

**SNA is the go-to resource for school nutrition** to earn their required professional standards training hours and to advance their careers through certificate and credentialing programs. Industry partners can sponsor up to three webinars, which are free for members and include a detailed analytics report post-webinar. Sponsor benefits include:

- Logo featured on the course materials and included in marketing materials
- Marketing reach through various channels and social media to 35K+ members
- Option of introducing the speakers on each webinar
- Option to include up to two questions on the post-webinar survey

**\$5,000** each, or 3 webinars for **\$12,000**



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## 2023 Opportunity: **NATIONAL School BREAKFAST WEEK**

**This sponsorship showcases your company's support for healthy school breakfasts** served by K-12 foodservice operators and provides for much-needed tools for SNA members to raise awareness about their programs and increase breakfast participation in their schools and districts. Your sponsorship connects your company to the 14 million children the SBP serves every school day! NSBW campaigns, which are announced in April of the prior school year, provide a full year of sponsorship exposure throughout multiple marketing channels and include recognition on campaign materials, a webinar and education session (subject to SNA approval) at ANC.

**\$25,000** – Exclusive Sponsorship

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# SCHOOL NUTRITION *Foundation* OPPORTUNITIES

SNF, the charitable arm of SNA, offers a variety of educational resources, scholarships and training opportunities to school nutrition professionals who would otherwise not be able to attend SNA conferences and fee-based trainings. Multiple avenues exist for corporate sponsorships to play a key role.



### Grants and Scholarships

To date, SNF has awarded more than \$2.5 million in scholarships and grants to deserving members. [Learn more about SNF scholarships and the expanding 2022 Equipment Grant program.](#)

### Conference Scholarships

Attending a national conference can be both career and life changing for SNA members which is why SNF provides scholarships to attend SNIC, LAC and ANC. Make a difference—[sponsor an SNA Conference Scholarship](#) today. [View ANC First-Timers sponsor benefits.](#)

### Professional Development Named Scholarship

Help make education dreams come true for SNA members by creating a [professional development scholarship](#) in your company's name or to honor someone who has made a tremendous impact in the school nutrition profession! Scholarships fund tuition and books for the following school year. [View sponsor benefits.](#)

### 2022 Opportunity: SNF Equipment Grants

Equipment was the number one purchase SNA members made with emergency feeding grants they received from SNF during the pandemic. Take advantage of the opportunity to show your support and contribute essential equipment from your company as part of the [SNF 2023 Equipment Grants.](#)

For more information on any of the above opportunities contact Dana Clerkin, Fundraising Consultant, School Nutrition Foundation, at 800.877.8822, ext. 181, or [dclerkin@schoolnutrition.org](mailto:dclerkin@schoolnutrition.org).