

2024 SPONSORSHIP OPPORTUNITIES



Profitable **PARTNERSHIPS** and Marketing **SOLUTIONS**



Looking for ideas on how to maximize your budget while increasing your visibility and, ultimately, your market share?

SNA’s Industry Relations team will work with you to create a profitable partnership and transform your ideas into marketing solutions that resonate with our members, achieve your objectives, and connect our members with the valuable products and services they want.

Sponsorship opportunities are available at many price points, so you can find the best fit for your marketing budget. Take time now to carefully review this array of opportunities to maximize your company’s visibility in 2024!



We look forward to assisting you in achieving your marketing goals!



GEM CLUB

Be a member of the GEM Club at each of SNA’s Conferences! The beauty of the GEM Club is that any company can participate at the level that they can afford. The GEM Club enables SNA to book top-notch speakers, fly in directors to participate on panels, offer additional education sessions and host memorable meetings for all attendees.

Note: 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		
Diamond \$2,500 (company logo on signage)	Ruby \$1,500 (company name, larger font, on signage)	Pearl \$750 (company name on signage)
Conference Opportunities		

Annual National Conference (ANC)
July 14-16, 2024
Boston Convention Center, MA

ANNUAL National CONFERENCE 2024

**Boston Convention
and Exhibition
Center | Boston, MA**
July 14-16, 2024



The **Annual National Conference (ANC)** provides an unparalleled opportunity for industry to showcase the latest and greatest products for the school segment, network with school nutrition professionals from around the country and attend dynamic education sessions. Increase your visibility by sponsoring one of the key components of ANC.

**SHAPING
TOMORROW
TOGETHER**



Sponsorship opportunities are available to contracted exhibitors only.

2024 ANC Sponsorship Opportunities

CONFERENCE TOTE BAG PREMIUM

This affordable opportunity enables you to showcase your company brand or program/product by providing one premium or collateral item to be included in every conference tote bag. (Note that SNA must approve items.)

\$3,500 + associated shipping fees

*LIMITED TO TEN COMPANIES
Only two slots left!*

SURPRISE & DELIGHT

Be an attention-grabber with an unexpected treat for attendees in the Convention Center. Let us help you create a fun and exciting event for attendees when they least expect it. SNA will help determine the best time and place for your pop-up event to maximize your conference reach.

\$5,000 + associated fees

LIMITED TO TWO COMPANIES

ONSITE BANNERS (PRINT AND DIGITAL)

Extend your conference messaging through advertising on banners available in the Convention Center. Banners vary in size and cost depending on size or location.

Contact SNA for pricing.

HOTEL ROOM DROPS

Sponsors can drop an item or collateral piece in the rooms of school nutrition operator attendees. Up to two companies each night: Sunday & Monday.

\$5,000 each
+ associated hotel fees

2024 ANC Sponsorship Opportunities (Continued)



DISTRICT DIRECTORS/ SUPERVISOR SECTION MEETING

This special meeting allows peers from districts and schools all over the country to come together to discuss challenges and brainstorm solutions for their school nutrition programs. The sponsor will have the opportunity of introducing the speaker and handing out samples as attendees enter the room. Extended recognition will be received on the ANC website, mobile app, onsite signage and the ANC Program Materials.

\$5,000

EXCLUSIVE SPONSORSHIP



CATCH THE MOMENT

Immerse your brand in a memorable experience at Catch the Moment, strategically positioned photo booth for maximum exposure. Every guest will receive a personalized text message, complete with a unique download link, enabling them to instantly capture and share their cherished conference moments on social media. Additionally, they can take home their photos as treasured conference mementos, providing your company with extended visibility and brand exposure.

\$8,500



DIRECTORS' ALL-ACCESS PASS

During the Directors-Only Exhibit Hall hours, directors will be scrambling to visit booths and have their card signed by all the official All-Access Pass sponsors. Ten lucky directors will win free 2025 SNA Conference Packages (registration to SNIC, LAC and ANC).

\$3,000

+ associated shipping fees

LIMITED TO 15 COMPANIES

SOLD



FIRST-TIMERS' LOUNGE

This three-day sponsorship includes company product placement, computer stations with internet access and beverages throughout each day.

\$5,000 for three days

SOLD



2024 ANC Sponsorship Opportunities (Continued)

SHUTTLE BUSES

Thousands of attendees ride the shuttle between the official ANC hotels and the Convention Center each day, providing you with a captive audience for your marketing message. Attendees' attention is focused on your message twice a day, every day. Extended recognition through shuttle bus banners and bus media, if available.

\$25,000

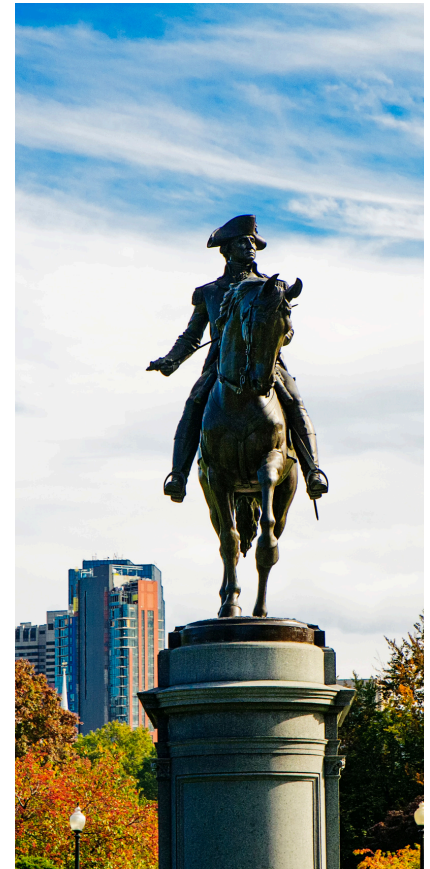
EXCLUSIVE SPONSORSHIP

SNF MATCH CARD GAME

On the opening day of the Exhibit Hall, attendees will visit each of the ten (10) sponsor booths to have their cards initialed before they return it to the Foundation Booth in the Marketplace. Ten lucky winners will be selected to receive a free #ANC25 Conference Registration.

\$2,500

Limited to ten (10) companies.



MAJOR CITY DIRECTORS/ SUPERVISOR SECTION MEETING

This special meeting allows peers from districts and schools all over the country to come together to discuss challenges and brainstorm solutions for their school nutrition programs. The sponsor will have the opportunity of introducing the speaker and handing out samples as attendees enter the room. Extended recognition will be received on the ANC website, mobile app, onsite signage and the ANC publications.

\$5,000

EXCLUSIVE SPONSORSHIP

SOLD

WATER COOLERS

Quench attendees' thirst for knowledge and become the exclusive sponsor of our conference water coolers and/or water bottles. Your company's logo, branding or customized marketing message will be prominently displayed on all conference water coolers and/or water bottles, ensuring maximum exposure throughout the event.

\$5,500

EXCLUSIVE SPONSORSHIP

SOLD

NEW CONNECTIONS BREAKFAST

Don't miss this opportunity to begin developing relationships with ANC First-Timer Scholarship winners and leaders. This exclusive breakfast will be held on Sunday morning at a location to be determined. As the sponsor of this event, you will have the opportunity to welcome the winners and your company representatives will be the only industry members in attendance.

\$15,000

*EXCLUSIVE SPONSORSHIP OR
THREE CO-SPONSORSHIPS FOR
\$5,000 EACH*

EXHIBITOR MAP

Elevate your brand with this exclusive sponsorship of the ANC Exhibitor Map, which is an essential tool for all event attendees, guiding them to key exhibitors, products and services. Your logo and branding will be prominently featured on the cover and throughout the exhibitor map, ensuring that attendees engage with your brand each time they reference it. This high-visibility placement guarantees that your brand remains top of mind throughout the conference.

\$10,000

EXCLUSIVE SPONSORSHIP

2024 ANC Sponsorship Opportunities (Continued)

MOBILE APP

Grab the attention of every mobile app user at ANC via your message on the app's splash page and in promotional messaging to users. Attendees will think of you every time they reference the app for the most up-to-date conference details.

\$15,000

EXCLUSIVE SPONSORSHIP OR
TWO CO-SPONSORSHIPS
FOR **\$7,500 EACH**

SOLD

BADGE LANYARDS

Place your logo in the hands of all attendees when you sponsor the official conference lanyards worn by all ANC attendees.

\$23,000

EXCLUSIVE SPONSORSHIP

SOLD

STAR CLUB

As the exclusive sponsor of this popular member recognition program, your company will be recognized on the Star Club section of the SNA website and in all promotional material at a state and national level. Additionally, you will host the popular SNA's Star Club Breakfast at ANC, which includes recognition on the website, mobile app, conference program and onsite signage.

\$30,000

EXCLUSIVE SPONSORSHIP

SOLD

GENERAL SESSIONS

Introduce the General Session speaker while your company brand is displayed prominently on the screens as attendees enter the session room. Extended recognition will be visible through listings on the website, mobile app and onsite signage.

\$25,000

SOLD

CLOSING EVENT

Elevate your brand with this exclusive opportunity that is set to be an unforgettable and extraordinary experience. Don't miss out on this chance to showcase your brand and leave a lasting impression and impact on school nutrition professionals!

\$50,000

EXCLUSIVE SPONSORSHIP OR
FIVE CO-SPONSORSHIPS
\$10,000 each

SOLD

MAJOR CITY & DISTRICT DIRECTORS' LOUNGE

Sponsor the Major City and District Directors' Lounge on Sunday, Monday and Tuesday. A great branding opportunity, sponsorship includes company product placement, computer stations with internet access and beverages each day. Directors will appreciate the private area to check emails and rest and refresh themselves.

\$25,000 for 3 days

SOLD

STATE AGENCY LOUNGE

Like the Major City and District Directors' lounge, this three-day sponsorship includes company product placement, computer stations with internet access and beverages throughout each day.

\$5,000 for 3 days

EXCLUSIVE SPONSORSHIP
FOR EACH LOUNGE

SOLD

PLAN AHEAD!

Future Annual National
Conference Locations

2024 | Boston, MA

2025 | San Antonio, TX

2026 | Charlotte, NC

2027 | Phoenix, AZ

2028 | Nashville, TN

