

School Nutrition Services Dietetic Practice Group Sponsorship Prospectus 2023- 2024



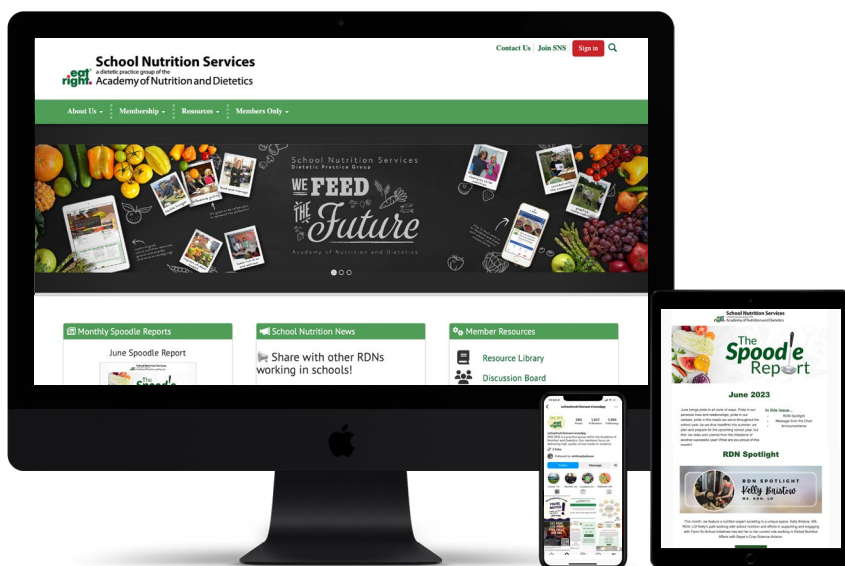
Reach Influential Leaders in School Nutrition Services

Our Mission

Members of the School Nutrition Services (SNS) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics, encourage children every day to make healthful food choices that reflect the nutrition principles of the Dietary Guidelines for Americans and the USDA regulations and recommendations. We strive to maximize nutrition security in our schools by promoting:

- A variety of healthful food choices for children
- Nutrition education and wellness activities in the school community
- Professional competence in the delivery of school nutrition services
- Legislation that influences comprehensive nutrition services supporting the Whole Child model approach to health and wellness (<https://www.cdc.gov/healthyschools/wscc/index.htm>)

School Nutrition Services
eat right.® a dietetic practice group of the
Academy of Nutrition and Dietetics



Who We Are

Our Dietetic Practice Group has approximately 1,000 dedicated members working in leadership and decision-making roles in school districts, state and federal agencies, business and industry, and colleges and universities. To learn more, visit our website at www.snsdpg.org.



Why Collaborate with SNS?

School nutrition professionals within our DPG are dedicated advocates in marketing nutrition, health, and wellness to the next generation. Industry partnerships connect companies to credible, influential youth market nutrition professionals. Our DPG provides a variety of sponsorship opportunities that allow collaboration with leadership including face to face and social media exposure. SNS provides a collaborative, customizable approach to identify the best fit to meet all your marketing needs. Join us to have a positive impact on our children's future health and wellbeing.

At-A-Glance Sponsorship Opportunities

2023-24 Event-Specific Opportunities

- School Nutrition Association (SNA) Annual National Conference (ANC) Pre-Conference Tour/Experience in Boston, MA, July 13, 2024
- SNS DPG Member Breakfast at the SNA ANC Boston, MA, July 15, 2024
- Focused discussion with Executive Committee at FNCE® - Denver, CO, Oct. 8-10, 2023, or Minneapolis, MN Oct. 6-8, 2024
- Networking Event at FNCE®, Denver, CO, Oct. 7, 2023, or Minneapolis, MN, Oct. 5, 2024
- Registration Prize Package, offered during SNS Member Reception at FNCE® 2023 and/or 2024
- SNS Lunch & Learn hosted during FNCE® 2023 or 2024
- SNS Conference Tour/Experience hosted following FNCE® 2023 or 2024
- SNS DPG In-Person Spring Executive Committee meeting 2024

Year-Round Opportunities to Engage with SNS Members and Leadership

- Virtual focused discussion with SNS DPG Executive Committee members
- Webinar for all SNS DPG members*
- Webinar including sponsored sample shipments to participants
- Virtual live culinary demonstration
- Quarterly Office Hours – SNS DPG members “Ask the Expert”
- Virtual focus group
- Field-tested corporate recipes
- Sponsored Survey
- E-blast (electronic mail announcements)
- The Spoodle Report monthly e-newsletter ad
- SNS DPG Website Sponsor Resource Link
- Eblast with sponsored Sample Member Shipments

**May include other DPGs with a sponsored eBlast – pricing based on DPG and associated cost*



SNS DPG Sponsorship Philosophy

- The SNS DPG is committed to featuring sponsorships from products and services available to school nutrition programs. Our goal is to balance sponsorship coverage to include food and beverage products available to school nutrition programs, including equipment, technology, services, training programs, and educational materials.
- The SNS DPG is committed to cutting-edge education for members. Messages delivered as part of sponsorships must be education in nutrition, including evidenced-based research and practice, whenever possible.
- An advertisement on any SNS platform is contingent upon approval of the SNS DPG and the Academy.



Sponsorship Opportunities | 2023-2024

SNS DPG Spring 2024 Executive Committee Meeting

Time and date can be determined by sponsor and approved by SNS DPG chairperson.

\$500 + partial associated event costs

- These events are customizable, but include:
 - » The opportunity to participate in a SNS DPG coordinated educational CPE session, virtual tour or speaker (Sponsorship presentation or speaker limited to 1 hour (Application to obtain Academy approved CPEs is optional); topics and outline to be approved by SNS DPG)
 - » Interaction with executive committee and dissemination of literature or product
 - » Highlight of your company in all communication to our members regarding the event.
 - » Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event.
 - » Annual thank you to our sponsors eblast to all SNS DPG members with link to company website.

****Sponsor is responsible for all costs related to speaker, ground transportation to/from meeting facility, speaker honorarium, meals for executive committee (lunch and dinner only), facility rental, and audio/visual needs.**



School Nutrition Association Annual National Conference 2024

SNA is the national association for school nutrition professionals. SNS collaborates with SNA during their Annual National Conference (ANC). For more information, go to www.schoolnutrition.org.

Boston, MA | July 13, 2023

ANC Pre-Conference Tour/Experience

July 13, 2023

\$1,500 + all associated event costs - *Pending SNA approval*

- The time/location can be determined by sponsor and approved by SNS DPG chairperson.
- These events are customizable, but include:
 - » The opportunity to coordinate an educational tour and/or experience event (Sponsorship presentation, topics and outline to be approved by SNS DPG; CPEs developed and submitted by SNS DPG)
 - » Interaction with members and dissemination of literature or product
 - » Complimentary eblast and registration email
 - » Highlight of your company in all communication to our members regarding the event.
 - » Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event.
 - » Annual thank you to our sponsors eblast to all SNS DPG members with link to company website.

****Sponsor is responsible for all costs related to speaker, ground transportation, honorarium for speaker, catering for the event as needed, facility rental and audio/visual needs.**

SNS DPG Networking Breakfast in Boston, MA

July 15, 2024

\$4,000 + all associated event costs

- Includes 10–15-minute sponsorship presentation to attendees and sharing of sponsor literature, subject to SNS DPG and Academy approval.
- In addition, sponsors may provide education speaker who speaks on a topic of relevance to the sponsor and SNS DPG.
- Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event.
- Annual thank you to our sponsors eblast to all SNS DPG members with link to company website.

****Sponsor is responsible for all costs related to speaker including travel and honorarium, catering for the event (included as part of the \$4,000 sponsorship), facility rental and audio/visual needs.**



Food and Nutrition Conference and Expo™ (FNCE®)

*All sponsors must be FNCE® Exhibitors.

Denver, CO | Oct. 7-10, 2023

Minneapolis, MN | Oct. 5-8, 2024

Lunch and presentation to SNS Executive Committee

\$500 + all associated event costs

- Includes 10–15-minute presentation to Executive Committee with opportunity to share literature and opportunity for company representative to network with SNS Executive Committee during lunch, subject to SNS DPG and Academy approval.
- Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event.
- Annual thank you to our sponsors eblast to all SNS DPG members with link to company website.

***Sponsor is responsible for all costs related to speaker including travel and honorarium, catering for the event (included as part of the \$500 sponsorship), facility rental and audio/visual needs.*

SNS DPG Exclusive Evening Networking Cocktail Hour or Dinner for all SNS DPG members

\$2,000 + all associated event costs

- The date/time/location to be agreed upon by both sponsor and SNS DPG chair.
- These events are customizable, but include:
 - » 10–15-minute presentation to DPG event attendees
 - » Interaction with members and dissemination of literature or product inside reception hall
 - » Complimentary eblast and registration email
 - » Highlight of your company in all communication to our members regarding the event.
 - » Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event.
 - » Annual thank you to our sponsors eblast to all SNS DPG members with link to company website.

***Sponsor is responsible for all costs related to speaker including travel and honorarium, catering for the event (included as part of the \$2,000 sponsorship), facility rental and audio/visual needs.*

Food and Nutrition Conference and Expo™ (FNCE®) (Cont.)

*All sponsors must be FNCE® Exhibitors.

Denver, CO | Oct. 7-10, 2023

Minneapolis, MN | Oct. 5-8, 2024

SNS DPG Lunch and Learn at FNCE®

\$1,000 + all associated event costs

- The date/time/location to be agreed upon by both sponsor and SNS DPG chair.
- These events are customizable, but include:
 - » Interaction with members and dissemination of literature or product
 - » Includes dedicated eblast and registration email
 - » Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event.
 - » Annual thank you to our sponsors eblast to all SNS DPG members with link to company website.

***Sponsor is responsible for all costs related to speaker including travel and honorarium, catering for the event (included as part of the \$2,000 sponsorship), facility rental and audio/visual needs.*

SNS Conference Tour/Experience hosted following the 2023 and 2024 Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo™ (FNCE®), in Denver, CO or Minneapolis, MN

\$500 + all associated event costs

- The date/time/location to be agreed upon by both sponsor and SNS DPG chair.
- These events are customizable, but include:
 - » Interaction with members and dissemination of literature or product
 - » Includes dedicated eblast and registration email
 - » Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event.
 - » Annual thank you to our sponsors eblast to all SNS DPG members with link to company website.

***Sponsor is responsible for all costs related to speaker including travel and honorarium, catering for the event (included as part of the \$500 sponsorship), facility rental and audio/visual needs.*

Year Round Opportunities | 2023-2024

Focused discussion with Executive Committee

\$500

- Includes 1 hour presentation to Executive Committee (10 member minimum) with opportunity to share literature and opportunity for company representative to network with SNS Executive Committee, subject to SNS DPG and Academy approval.
- Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event.
- Annual *thank you to our sponsors* eblast to all SNS DPG members with link to company website.

Webinar Sponsorships**

\$1,500

- SNS webinars are open to all SNS DPG members, as well as other DPGs with an additional fee designated by the selected DPG (optional).
- SNS DPG will work with sponsors on evidence-based topics featuring credentialed experts who will contribute to the knowledge and skills of SNS DPG members.
- Two E-blasts to all SNS DPG members prior to webinar
- Display of sponsor's company logo along with webinar promotion on SNS DPG's website 2-3 weeks prior to webinar.
- On-demand viewing for SNS DPG members on the SNS DPG website and at a fee for non-SNS DPG members on the Academy STORE (STORE available for CEU-approved webinars only)
- Continuing education credits good for up to 3 years ***Based on Academy approval of the program*
- Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event
- Annual *thank you to our sponsors* eblast to all SNS DPG members with link to company website.
- Content and speaker provided by sponsor, subject to SNS DPG and Academy approval.

See examples of past webinars by visiting www.snsdpg.org. Number of registrants varies, depending on subject matter.

Webinar with Sponsored Sample Shipments

\$2,000 + attendee gift box (estimated value of product plus shipping \$25)

- Include all of the above items under webinar sponsorships.
- Ship your product samples with an information sheet to webinar participants by registration deadline. Note: Attendees will have to opt-in to participate and share their email and physical addresses.
- Include a webinar polling question based on sample distribution for full results. The survey must be approved by the Academy.
- Sponsor provides creative advertising in either a .jpg or .gif format. The sponsor is responsible for product, packaging and shipping to participants, as well as submitting approved copy and list of samples and webinar subject to SNS DPG & Academy for approval.

* Same webinar content and recognition above applies except on-demand viewing option.

Year Round Opportunities | 2023-2024

Live Culinary Demonstration

\$1,500

Show off your product and culinary skills to SNS DPG membership through a virtual live culinary demonstration. This opportunity includes:

- Two E-blasts to all SNS DPG members prior to webinar
- Display of sponsor's company logo along with webinar promotion on SNS DPG's website 2-3 weeks prior to webinar.
- On-demand viewing for SNS DPG members on the SNS DPG website and at a fee for non-SNS DPG members on the Academy STORE (STORE available for CEU-approved webinars only)
- Continuing education credits good for up to 3 years ***Based on Academy approval of the program*
- Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event
- Annual *thank you to our sponsors* eblast to all SNS DPG members with link to company website.

Quarterly Office Hours – SNS DPG members “Ask the Expert”

\$300 per session

Host a one-hour virtual meeting with SNS DPG membership.

- SNS DPG will work with sponsors on topics featuring SNS DPG member experts who will contribute to the knowledge and skills of all SNS DPG members.
- Two E-blasts to all SNS DPG members prior to Office Hours
- Display of sponsor's company logo along with Office Hours promotion on SNS DPG's website 2-3 weeks prior to meeting.
- Sponsor allowed 5 minutes at the end to network/present to participants.
- Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event
- Annual *thank you to our sponsors* eblast to all SNS DPG members with link to company website.

Virtual Focus Group

\$1000

Organize an SNS DPG member focus group to provide feedback to your organization's product or idea. At least a 10-member panel would be made available to fit your criteria and company needs. Maximum time is 1 ½ hours. All information gleaned from the focus group is for company's internal use only and may not be used in future marketing materials.

- Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event.
- Annual *thank you to our sponsors* eblast to all SNS DPG members with link to company website.

Year Round Opportunities | 2023-2024

Field-tested Corporate Recipes (SNP staff and student feedback)

\$1,000 per recipe

SNS DPG volunteer member(s) to provide field-tested recipe feedback using your corporate, standardized recipe(s) and identified rating scale. The school district will receive a minimum of 5 cases of free product to conduct the testing. Recipe must be scaled and ready for testing. All recipes must include meal crediting, where applicable, nutritional analysis, and HACCP/food safety requirements. Minimum number of students for field testing is 50. Age and grade to be determined.

- Recognition on SNS DPG social media channels, on SNS website for 6 months, and in promotional materials for the event.
- Annual *thank you to our sponsors* eblast to all SNS DPG members with link to company website.

SNS DPG E-Blast Sponsorship

Sponsored Member Eblast with Survey

\$1,500

- Send a sponsored company eblast to SNS DPG members including a link to a survey (10 or fewer questions).
- Sponsor provides creative advertising in either a .jpg or .gif format. The sponsor is responsible for submitting approved copy, survey with link, subject to SNS DPG & Academy approval. May contain up to 250 words with two hyperlinks and one image.
- Includes receipt of metrics report (open/read rate and click-through rate).
- Survey results must be shared with DPG Executive Committee and Sponsoring companies may only use survey data for internal company use.
- Annual *thank you to our sponsors* eblast to all SNS DPG members with link to company website.

Dedicated E-Blast

A dedicated e-blast can be sent to all SNS DPG members about your product, contest, or service. Sponsor provides creative advertising in either a .jpg or .gif format. The sponsor is responsible for submitting approved copy and done on pertinent link, subject to SNS DPG & Academy approval. May contain up to 250 words with two hyperlinks and one image. Includes receipt of metrics report (open/read rate and click-through rate).

- One e-blast.....\$750
- Two e-blasts.....\$1300
- Three e-blasts.....\$1800

Annual *thank you to our sponsors* eblast to all SNS DPG members with link to company website.

The Spoodle Report

The Spoodle Report Sponsorship

Your company logo advertisement to be sent out via the SNS DPG monthly e-newsletter communication to members. E-blast content will be at the discretion of SNS DPG. The sponsor will provide a logo to include at the bottom of the messaging. Subject to SNS DPG & Academy approval.

Sponsorship includes up to 250 words with logo and one hyperlink in the specified column of the e-newsletter, click through to a one-page fact sheet or email sign up for regular updates and information, and receipt of metrics report (open/read rate and click-through rate).

- One month.....\$250
- Three months.....\$700
- Six months.....\$1200
- Twelve months.....\$2000

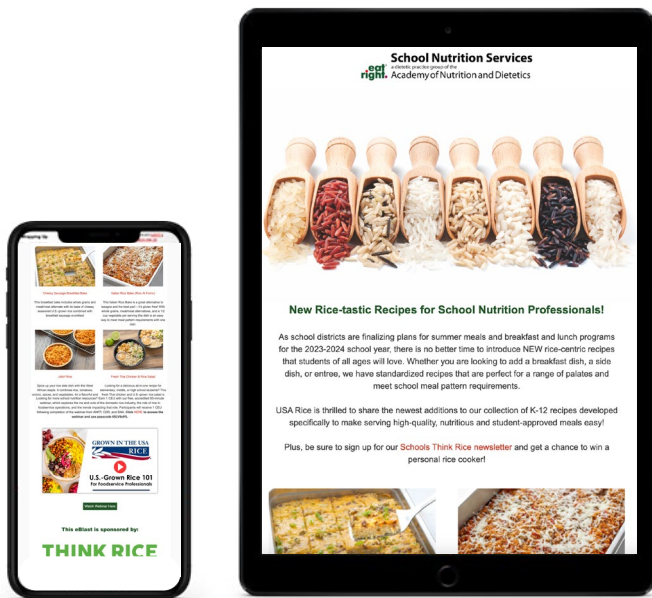
Annual *thank you to our sponsors* eblast to all SNS DPG members with link to company website.

SNS DPG Website Sponsor Resource Link

\$2,000

An opportunity to post your logo for one year with click-through to your company's website and two additional resource links. The sponsor is responsible for submitting approved 250-word limit copy and subject to SNS DPG & Academy approval.

Annual *thank you to our sponsors* eblast to all SNS DPG members with link to company website.



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We look forward to partnering with you!

Customized sponsorship packages may be created to provide additional benefits for the opportunities described above. Please direct sponsorship inquiries to: chefcyndie@chefcyndie.com