

School Nutrition Services Dietetic Practice Group Sponsorship and Advertising Prospectus 2025-2026



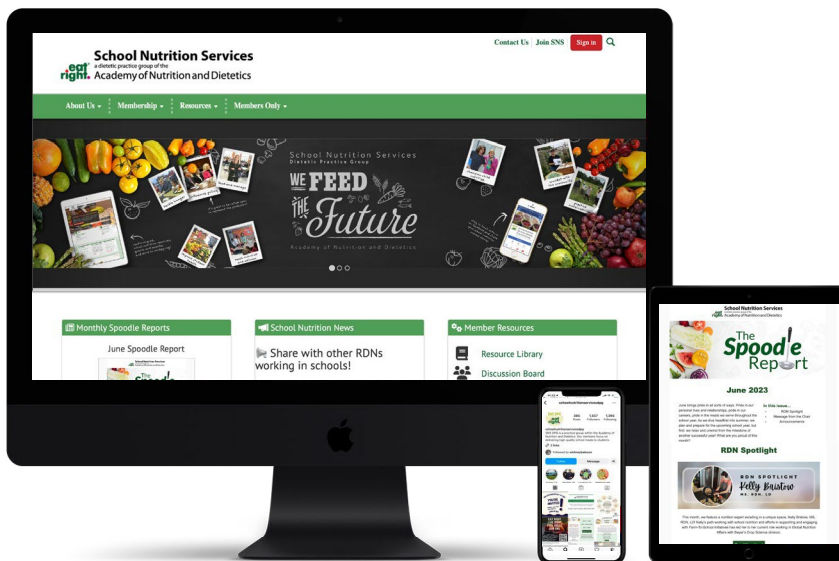
Reach Influential Leaders in School Nutrition Services

Our Mission

Members of the School Nutrition Services (SNS) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics (Academy), 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 over 600 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 and advertising opportunities that allow collaboration with leadership including face to face and online 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 Opportunities

2025 Event-Specific Opportunities

- Focused discussion with Executive Committee at FNCE® - Nashville, TN Oct. 11-14, 2025
- Networking Event at FNCE®, Nashville, TN, Oct. 11, 2025
- Registration Prize Package, offered during SNS Member Reception at FNCE® 2025
- SNS Lunch & Learn hosted during FNCE® 2025
- SNS Conference Tour/Experience hosted following FNCE® 2025
- SNS DPG In-Person Spring Executive Committee meeting, end of April or beginning of May 2026
- School Nutrition Association (SNA) Annual National Conference (ANC) Pre-Conference Tour/Experience in San Antonio, TX, July 12, 2025
- SNS DPG Member Breakfast at the SNA ANC San Antonio, TX, July 14, 2025 (SOLD)

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 if they elect and agree to receiving samples in separate communication following Webinar
- 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 Sponsorship and Advertising Philosophy

- The SNS DPG is committed to featuring advertising from products and services available to school nutrition programs. Our goal is to balance 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.



SNS DPG Spring 2026 Executive Committee Meeting

The date and time will be determined based on mutual agreement.

\$500 + partial associated event costs

- These events are customizable, but include:
 - » The opportunity to participate in a SNS DPG coordinated educational, non-CPE session, virtual tour, or speaker (presentation or speaker limited to 1 hour; topics and outline to be approved by the Academy and SNS DPG)
 - » Interaction with executive committee.
 - » 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 during the fiscal year, Annual Report, and in promotional materials for the event.
 - » Annual thank you to our supporters eblast to all SNS DPG members with link to company website.

***Supporter is responsible for all costs related to speakers, 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 2025

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.

San Antonio, TX | July 13-15, 2025

ANC Pre-Conference Tour/Experience

July 12, 2025

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

- The date, time and location will be determined based on mutual agreement.
- 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)
 - » 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 during the fiscal year, Annual Report, and in promotional materials for the event.
 - » Annual thank you to our supporters eblast to all SNS DPG members with link to company website.
 - » If offering CPE, education content must follow the Commission on Dietetic Registration's current professional development guidelines. Logos and branded or marketed content are not supported with CPE.

***Supporter 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 San Antonio, Texas (SOLD)

July 14, 2025

\$4,000 + all associated event costs

- Includes 10–15-minute supporter presentation to attendees and sharing of literature, subject to SNS DPG and Academy approval.
- The speaker will be selected by mutual agreement. Recognition on SNS DPG social media channels, on SNS website during the fiscal year, Annual Report, and in promotional materials for the event.
- Annual thank you to our supporters eblast to all SNS DPG members with link to company website.
- If offering CPE, education content must follow the Commission on Dietetic Registration's new professional development guidelines. Logos, branded and marketed content are not supported with CPE.

***Supporter is responsible for all costs related to speaker including travel and honorarium, catering for the event, facility rental and audio/visual needs.*



Food and Nutrition Conference and Expo™ (FNCE®)

*All sponsors must be FNCE® Exhibitors.

Nashville, TN | Oct. 11-14, 2025

Lunch and presentation to SNS Executive Committee

\$700 + all associated event costs

- Saturday, October 11, 2025.
- 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 during the fiscal year, Annual Report, and in promotional materials for the event.
- Annual thank you to our supporters eblast to all SNS DPG members with link to company website.

***Supporter is responsible for all costs related to speaker including travel and honorarium, catering for the event, facility rental and audio/visual needs.*

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

\$4,000 + all associated event costs (except food and beverage, which will be covered by the DPG)

- Saturday, October 11, 2025, from 7:00 to 9:00 PM.
- These events are customizable, but include:
 - » 10–15-minute presentation to DPG event attendees
 - » Interaction with members and dissemination of literature or products.
 - » 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 during the fiscal year, Annual Report, and in promotional materials for the event.
 - » Annual thank you to our supporters eblast to all SNS DPG members with link to company website.

***Supporter is responsible for all costs related to speaker including travel and honorarium, catering for the event, facility rental and audio/visual needs.*

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

*All sponsors must be FNCE® Exhibitors.

Nashville, TN | Oct. 11-14, 2025

SNS DPG Lunch and Learn at FNCE®

\$1,000 + all associated event costs

- The date/time 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 the fiscal year, Annual Report, and in promotional materials for the event.
 - » Annual thank you to our supporters eblast to all SNS DPG members with link to company website.

***Supporter is responsible for all costs related to speaker including travel and honorarium, catering for the event, facility rental and audio/visual needs.*

SNS Conference Tour/Experience hosted following the 2025 Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo® (FNCE®), in Nashville, TN

\$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 the fiscal year, Annual Report, and in promotional materials for the event.
 - » Annual thank you to our supporters eblast to all SNS DPG members with link to company website.

***Supporter is responsible for all costs related to speaker including travel and honorarium, catering for the event, facility rental and audio/visual needs.*

Year-Round Opportunities | 2025-2026

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 the fiscal year, Annual Report, and in promotional materials for the event.
- Annual *thank you to our supporters* blast to all SNS DPG members with link to company website.

Webinar Sponsorships*

\$1,500 + speaker fee

**Note: All aspects of this type of sponsorship are subject to compliance with the Commission on Dietetic Registration's current professional development guidelines. Logos and branded or marketed content are not supported for these options.*

- SNS webinars are free to all SNS DPG members.
- 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 to promote registration for the webinar
- On-demand viewing for SNS DPG members 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 during the fiscal year, Annual Report, and in promotional materials for the event
- Annual *thank you to our supporters* eblast to all SNS DPG members with link to company website.

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

Webinar with Sponsored Sample Shipments

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

- Include all the above items under webinar sponsorships.
- Ship your product samples with an information sheet to live webinar participants who opt-in after the webinar is completed. Note: Attendees will have to opt-in to participate and share their email and physical addresses.

* Same webinar content and recognition above applies.

Year-Round Opportunities | 2025-2026

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 to promote the event.
- On-demand viewing for SNS DPG members on the SNS DPG website and at a fee for non-SNS DPG members
- Recognition on SNS DPG social media channels, on SNS website for the fiscal year, Annual Report, and in promotional materials for the event
- Annual *thank you to our supporters* eblast to all SNS DPG members with link to company website.

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

\$300 per session

Sponsor 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 to promote the event.
- Sponsor allowed 5-15 minutes at the end to network/present to participants.
- Recognition on SNS DPG social media channels, on SNS website for the fiscal year, Annual Report, and in promotional materials for the event
- Annual *thank you to our supporters* 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 on 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 hour. All information gleaned from the focus group is for the 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 the fiscal year, Annual Report, and in promotional materials for the event.
- Annual *thank you to our supporters* eblast to all SNS DPG members with link to company website.

SNS DPG E-Blast

Dedicated Eblast with Survey

\$1,500

- Send a company eblast to SNS DPG members including a link to a survey (10 or fewer questions).
- The company provides creative advertising in either a .jpg or .gif format. HTML content is not supported. The company 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) two weeks after Eblast deployment.
- Survey results must be shared with DPG Executive Committee and companies may only use survey data for internal company use.
- Recognition on SNS website for the fiscal year and Annual Report.
- Annual *thank you to our supporters* 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. The company provides creative advertising in either a .jpg or .gif format. HTML content is not supported. The company is responsible for submitting an approved copy, 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

Recognition on SNS website for the fiscal year and Annual Report.

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

The Spoodle Report

The Spoodle Report

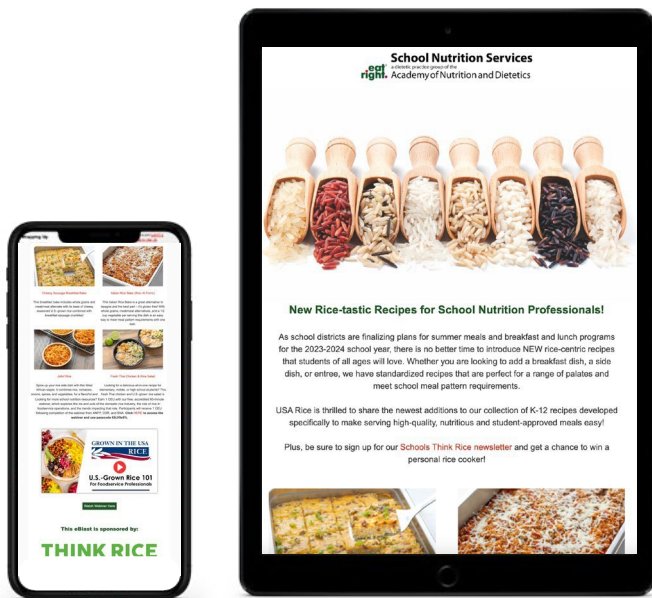
Your company logo and advertisement to be sent out via the SNS DPG monthly e-newsletter communication to members. The company will provide a logo to include at the bottom of the message. Subject to SNS DPG & Academy approval.

Advertisement 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.

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

Recognition on SNS website for the fiscal year and Annual Report.

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



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We look forward to partnering with you!

Customized packages may be created to provide additional benefits for the opportunities described above.
Please direct inquiries to: Rachel Huber at rachel.huber@ymail.com.