

Sponsorship Prospectus 2015-2017

Reach Influential Leaders in School Nutrition Services

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

- 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 for children

The practice group has over 1,200 dedicated members working in leadership roles in school districts, state and federal agencies, business and industry, and colleges and universities. Visit our website at www.snsdpg.org.

Sponsorship Opportunities Include:

- Networking and Educational Event at the School Nutrition Association's (SNA) Annual National Conference in San Antonio, TX, July 10-13, 2016
- Networking Event at the Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo™ (FNCE®) in Nashville, TN, October 3-6, 2015
- Full sponsorship of, or a full page insert, in one or more issues of *NutritionLink Newsletter*, published quarterly
- E-blast (electronic mail announcements) sponsorship
- Advertisements in *NutritionLink Newsletter*
- Focused discussion with Executive Committee at the Academy of Nutrition and Dietetics FNCE
- Spring Executive Committee meeting for 2016 SNS Executive Committee
- Website Sponsorship
- Webinar Sponsorship

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 education materials.
- The SNS DPG is committed to cutting-edge education for members. Messages delivered as part of sponsorships must be educational in nutrition, including evidenced-based research and practice whenever possible.
- An advertisement in any SNS newsletter or event is contingent upon approval of the SNS DPG and the Academy.

Sponsorship Opportunities

NutritionLink Quarterly e-Newsletter Sponsorships:

Newsletter issue and insert sponsorships are full sponsorships, not partial sponsorships. Half- or quarter-page advertisements are also available for each issue.

Full Sponsorship of One Issue: \$3,500

- Prominent recognition, including sponsorship acknowledgment and a half page company-prepared advertisement place in the newsletter, subject to SNS DPG and Academy approval. All logos must be smaller than Academy and SNS DPG logos.
- Recognition on the SNS DPG website for the quarter corresponding to sponsored newsletter.
- Recognition in an e-blast announcing the newsletter is also included.

One Page, Full Color Newsletter Insert: \$3,000

- Inclusion of the equivalent to a 1 page, front and back, insert in e-newsletters. All inserts are subject to SNS DPG and Academy approval.
- Recognition on the SNS DPG website for the quarter corresponding to sponsored insert.
- Recognition in a e-blast announcing the newsletter insert is also included.

Advertisements:

- Half page, company-prepared advertisement placed in the newsletter, with company logo and message, subject to SNS DPG and Academy approval: **\$500**
- Quarter page, company-prepared advertisement placed in the newsletter, with company logo and message, subject to SNS DPG and Academy approval: **\$250**
- Recognition on the SNS DPG website for the quarter corresponding to the advertisement.

SNS DPG E-Blast Sponsorships:

One 50-75 word advertisement in an electronic mail e-blast announcement to SNS DPG members. E-blasts include announcements that are timely and pertinent to SNS DPG members. The sponsor is responsible for submitting approved copy and done on pertinent link, subject to SNS DPG and Academy approval: **\$500**

School Nutrition Association (SNA 2016 Annual National Conference)

July 10-13, 2016, in San Antonio, TX

- Breakfast networking event and meeting sponsorship: **\$4,000**
 - 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 educational speaker who speaks on a topic of relevance to the sponsor and SNS DPG.
 - Recognition in summer newsletter, on DPG website for six months, and in promotional materials for the event.

FNCE 2015 (Food & Nutrition Conference & Expo)

October 3-6, 2015, in Nashville TN

- Dinner and networking with SNS Executive Committee: **Dinner + \$750**
 - Friday, October 2, 2015
 - Includes 10-15 minute presentation to Executive Committee with opportunity to share literature and opportunity for company representative to network with SNS Executive Committee before and after dinner, subject to SNS DPG and Academy approval.
 - Recognition in fall quarterly newsletter, on SNS website for six months, and in promotional materials for the event.

- Lunch and presentation to SNS Executive Committee: **Lunch + \$500**
 - Saturday, October 3, 2015
 - Includes 5-10 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 in SNS newsletter, on SNS website, and in promotional materials for the event.

- Networking Event for all SNS members at FNCE; **\$2,000 per sponsor**
 - Saturday, October 3, 2015
 - Anticipated attendance of 80-120 registered dietitians nutritionists who work, consult, or have a strong interest in school nutrition programs.
 - 5-6 sponsorships available.
 - Includes 5 minute presentation to attendees during the reception and a display table with an opportunity to network and share literature and product information, subject to SNS DPG and Academy approval.
 - Recognition in SNS newsletter, on SNS website, and in promotional materials for the event.

Webinar Sponsorships: \$3,000

- 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.
- Recognition in promotional materials for the event, in *NutritionLink Newsletter* in format of a half page company-prepared advertisement which is subject to SNS DPG and Academy approval; and logo/link on the SNS website for quarter corresponding to the webinar.
- Includes 3-5 minute presentation to all webinar attendees at the end of the presentation.
- All content is subject to SNS DPG and Academy approval.

Customized sponsorship packages may be created to provide additional benefits for the opportunities described above.

Please direct sponsorship inquiries to:

**Tami J. Cline, PhD, RDN, SNS
Phone: 816-569-0143
tjcline@comcast.net**