



MAXIMIZE Your Visibility



SNA SPONSORSHIP OPPORTUNITIES

SNA is the only national association devoted exclusively to protecting and enhancing children's health and wellbeing by providing healthy school meals and sound education.



Companies that take advantage of the opportunities presented in this brochure have the ability to share their message and products with thousands of school foodservice professionals and to illustrate commitment to SNA and the child nutrition profession.

Sponsorship opportunities are available at many price points so you can find the best fit for your budget. Bundled and multi-year sponsorship packages are available. Take time to carefully review the vast array of opportunities now and maximize your company's visibility in 2008! We look forward to working with you to customize a sponsorship package that will assist you in achieving your marketing goals.



Sponsorship Opportunities are Available for the Following 2008 Meetings and Events

<i>Child Nutrition Industry Conference</i>	2-3
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Child Nutrition Industry Conference 2008 Portola Plaza Hotel, Monterey, California, January 13-15, 2008

The Child Nutrition Industry Conference (CNIC), an annual meeting of child nutrition operators and industry representatives, is an exciting opportunity to brainstorm fresh, new strategies and solutions to meet the many demands of the ever-changing school foodservice business environment.

Sponsorship of a component of CNIC will increase your visibility among the key decision makers in the school foodservice industry.

Sponsor Recognition

Extensive recognition for all CNIC sponsors includes:

- Company name listed in on-site sponsor signage
- Company name listed in CNIC program book
- Company name listed on the SNA Web site

See individual sponsorship opportunities for additional sponsor recognition.

Sponsorship Opportunities Available for CNIC 2008

Conference Badge Holders \$2,500

Place your logo or Web address in the hands of more than 400 attendees when you sponsor the official conference badge holders worn by all CNIC attendees.

Meeting Tote Bags \$5,000

Place your logo or Web address in the hands of more than 400 attendees when you sponsor the official conference tote bag that attendees will use during the conference and beyond.

General Session Programs \$5,000 per session

Sponsors will have the honor of welcoming attendees and introducing the session speaker. Session sponsor may place one give-away on every seat in the hall.

Executive Summaries \$10,000

Co-sponsorships available at \$5,000

Sponsor these unique and attractive executive summaries that will capture the key take-away information from all CNIC General Sessions.

Sponsorship of the summaries includes the following recognition opportunities:

- Company logo will be featured prominently on each page of the entire package.
- Sponsoring companies will be provided a page where their own message can be delivered.
- All attendees will receive the complete package of executive summaries at no charge, provided "courtesy of the sponsor(s)."
- Sponsoring companies will have unlimited rights to use and distribute the summaries as marketing and educational pieces.



Child Nutrition Industry Conference 2008

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Sunday Networking Lunch \$700 per table

Host a table for ten, to include up to two company representatives and 8 school foodservice directors (directors will be randomly assigned to each table), and take advantage of this fun and popular networking opportunity. Sponsoring companies will decorate the table using a theme of their choice and SNA will provide a table sign displaying company name and logo. Sponsoring companies may also provide give-aways for those seated at their table.

Monday Breakfast Buffet \$10,000

Co-sponsorships available at \$2,500

A sign listing the sponsoring company's name will be placed at the entrance to the room during the breakfast buffet.

Monday Boxed Lunch *\$10,000

Co-sponsorships available at \$2,500

A sign listing the sponsoring company's name will be placed at the entrance to the room during the lunch.

*Exclusive sponsorship enables sponsor to place one give-away at each seat or place a customized message in each boxed lunch.

Tuesday Breakfast Buffet \$10,000

Co-sponsorships available at \$2,500

A sign listing the sponsoring company's name will be placed at the entrance to the room during the breakfast buffet.

Tuesday Boxed Lunch *\$10,000

Co-sponsorships available at \$2,500

A sign listing the sponsoring company's name will be placed at the entrance to the room during the lunch.

*Exclusive sponsorship enables sponsor to place one give-away at each seat or place a customized message in each boxed lunch.



Closing Event \$15,000

This event closes out three days of action-oriented programming and presentations and provides a casual atmosphere in which to continue to network with attendees and have fun. Signs listing the sponsoring company's name and logo will be placed throughout the venue and the company's name may appear in *School Nutrition* magazine in articles relating to CNIC 2008.

Sponsorship Opportunities for 2008



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Legislative Action Conference 2008
JW Marriott Hotel, Washington, DC
March 2-5, 2008

The Legislative Action Conference (LAC) has become one of the most highly anticipated, worthwhile and informative meetings of the School Nutrition Association. LAC affords attendees the opportunity to learn firsthand about the inner workings of the democratic process as it provides a perfect backdrop for learning about the federal and regulatory challenges and opportunities facing our school food service personnel and industry partners. LAC provides an environment in which to share experiences, exchange and share information with colleagues, speak with Members of Congress, and to get a firsthand glimpse into the political landscape of Capitol Hill. LAC is truly an unforgettable experience which will stay with you for years to come.

Sponsorship Opportunity available for LAC 2008

LAC Keynote Speaker \$10,000

Sponsor will have the honor of introducing the Keynote Speaker and their company name will be listed in the LAC Program and in on-site signage. Company name will also be listed on the SNA Web site and mentioned in *School Nutrition* magazine in articles relating to LAC 2008.





Annual National Conference 2008 Pennsylvania Convention Center, Philadelphia, Pennsylvania July 20–23, 2008

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



Sponsor Recognition

Extensive recognition for all meeting sponsors includes:

- Company name and logo to appear on the PowerPoint® Presentation displayed in the General Session hall
- Company name listed in on-site sponsor signage
- Company name listed in ANC program guide
- Company name listed on the SNA Web site

See individual sponsorship opportunities for additional sponsor recognition.



Sponsorship Opportunities Available for ANC 2008

Official Conference Tote Bag \$30,000

Place your logo or Web address in the hands of more than 3,500 attendees when you sponsor the official conference tote bag that attendees will use during the conference and beyond.

Conference Tote Bag Premium \$3,000 (For Exhibitors Only)

This affordable opportunity enables you to showcase your company brand or program by providing one premium or collateral item to be included in every conference tote bag. (First come, first-served, only ten companies will have the opportunity—SNA must approve item).

Conference Badge Holders/Lanyard \$15,000

Have your company name and logo imprinted on these highly visible items that are worn by more than 3,500 attendees during the conference and collected as souvenirs.

Lead Retrieval Cards \$10,000

Have your company name and logo imprinted on this scannable plastic card. Both the card and the carrier provide an opportunity to advertise your company's logo and Web site or to direct attendees to your booth.

Star Club Special Event \$7,000

As the exclusive sponsor of this popular annual event, your company will host and honor SNA's "Stars"—members who play a starring role in recruiting new members and building a stronger association. A sign listing your company name will be placed at the entrance to the room. Your company will be listed as the Star Club Special Event sponsor in the ANC program guide and your company name may be mentioned in *School Nutrition* magazine in articles relating to ANC 2008.

Exhibit Hall Lounge

Two Lounges \$2,000 each

Two lounges will be set up in the exhibit hall area. Sponsors will have the opportunity to place company literature or product giveaways in the lounge and a sign bearing the company's name and logo will be prominently displayed.

General Session Speakers \$15,000

Sponsors will have the honor of welcoming attendees and introducing the speaker. One promotional piece may be placed on each seat in the hall. Your company name and logo will be built into the signs at the entrance to the hall and your company will be listed as the General Session sponsor in the ANC program guide. Your company may be mentioned in *School Nutrition* magazine in articles relating to ANC 2008.

ANC continued on next page



Annual National Conference 2008



Education Session Tracks Including Executive Summaries \$15,000

Key Issue Tracks

- Wellness
- Managing Resources
- Leadership
- Commodities
- Safety and Security
- Marketing

Sponsor one entire Education Session Track (15–25 sessions) for four consecutive days. Audience size ranges from 200–450 people per room. Sponsoring companies may appoint a representative to preside at each session within the sponsored track. This is your chance to align your company with topics of interest to child nutrition professionals. Executive Summaries that capture the key take-away information from pre-selected education sessions within each track will be prepared.

Sponsorship of the education session tracks and their summaries includes the following recognition opportunities:

- Company logo will be featured prominently on each page of the entire package (each sponsored track will have its own package of executive summaries).
- Sponsoring companies will be given a page within the summaries where their own message can be delivered.
- All attendees will receive the complete package of executive summaries at no charge, provided "courtesy of the sponsor(s)."
- Sponsoring companies will have unlimited rights to use and distribute the summaries as marketing and educational pieces.
- Signage at the entrance to each session room will prominently display company name and logo.
- Sponsor may place company literature in the back of each session room.
- Sponsoring company will be listed as the education session track sponsor in ANC program guide.
- Company name may be mentioned in *School Nutrition* magazine in articles relating to ANC 2008.

Exclusive Sponsorship of "Dance Heads" at ANC 2008 \$12,000

Two Co-sponsorships at \$6,000

Attendees will be scrambling to receive a free personalized souvenir from ANC. Each guest will receive a customized DVD to remind them of their exciting visit to Philadelphia and the generous sponsors who helped make the conference possible. Customized DVDs will be created on-site featuring your company's name and logo. Company name will be listed as "Dance Heads" sponsor in ANC program guide and may be mentioned in *School Nutrition* magazine in articles relating to ANC 2008.

Exclusive Sponsor of ANC Farewell Extravaganza \$100,000

Co-sponsorships available at \$25,000

The ANC Farewell Extravaganza is the most anticipated and well-received event of the year and attendees will remember that you helped make it all possible.

- Sponsors will have the opportunity to join SNA President Mary Hill on stage at the closing General Session to invite all attendees to the event.
- Company will be listed as Farewell Extravaganza sponsor in the ANC program guide.
- Signs listing the sponsoring company's name and logo will be placed throughout the venue and the company name may be mentioned in *School Nutrition* magazine in articles relating to ANC 2008.



National School Lunch Week (NSLW) and **National School Breakfast Week (NSBW)** are SNA's most visible promotions; national in scope and celebrated in schools throughout the country. NSLW and NSBW are great opportunities for sponsors to show their support for two of SNA members' favorite promotions, to support the National School Lunch and National School Breakfast programs and to be recognized for helping provide much-needed promotional tools for SNA members to use in their schools.

National School Lunch Week—October 15–19, 2007

NSLW is celebrated each year in early October in schools across the country to raise public awareness about the nutritional value of the federally funded school lunch program. The award-winning Vote for School Lunch campaign has become a member favorite and will be the theme again in 2007 and 2008 with new candidates. This promotion kicks off when the school year begins and culminates in National School Lunch Week. Sponsors benefit from a 2-month long celebration of the National School Lunch program.

NSLW Co-sponsorships \$30,000

*Exclusive Sponsorship of NSLW Also Available

Key sponsor benefits include:

- Opportunity to use "Vote" and candidate logos
 - ▲ SNA will allow limited use of the "Vote" logo and characters on sponsor product packaging and marketing collateral
- Branded presence on member resources items
 - ▲ Sponsor logo on every page of the very popular "Vote" toolkit
 - ▲ Sponsor logo with link in promotional e-mails to members

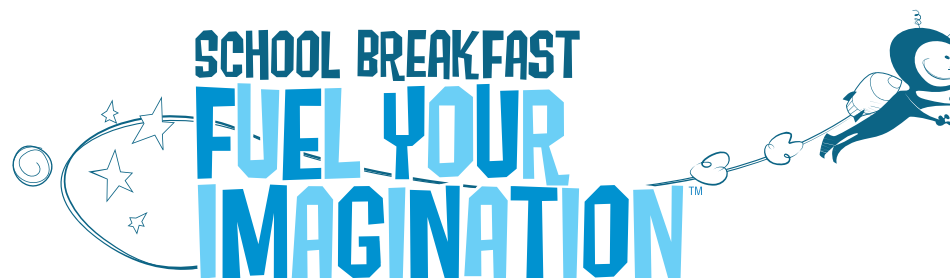
- Opportunity to reach students and parents
 - ▲ Sponsor logo on backpack brochures and activity sheets
 - ▲ Sponsor logo and information on the "Partners" page of the voting Web site
- High visibility at SNA's Annual National Conference
 - ▲ Opportunity to preside at "Vote" session at ANC
 - ▲ Opportunity to provide product during session
- Sponsor support mentioned in promotional and wrap-up articles in *School Nutrition* magazine



To see how the campaign comes to life, visit www.VoteForSchoolLunch.org, the official voting Web site and www.schoolnutrition.org/vote, the Web site containing member tools.



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National School Breakfast Week—March 3–7, 2008

NSBW is celebrated in schools in March and was launched in 1989 to raise awareness about the availability of the School Breakfast Program (SBP). NSBW is an opportunity for America's children to have fun while learning about the benefits of eating school breakfast. The theme for NSBW 2008 is "School Breakfast. Fuel Your Imagination" and it features a creative writing contest and a dedicated Web site for kids. This promotion kicks off in November and culminates in National School Breakfast Week. Sponsors benefit from a 4-month long celebration of the National School Breakfast program.

NSBW Co-sponsorships \$30,000

*Exclusive Sponsorship of NSBW Also Available

Key sponsor benefits include:

- Opportunity to use professionally designed NSBW logos and artwork
 - ▲ SNA will allow limited use of the artwork on sponsor product packaging and marketing collateral

- Branded presence on member resources items
 - ▲ Sponsor logo on every page of the very popular school breakfast toolkit
 - ▲ Sponsor logo with link in promotional e-mails to members
- Opportunity to reach students and parents
 - ▲ Sponsor logo on backpack brochures and activity sheets
 - ▲ Sponsor logo and information on the "Partners" page of the official Web site targeting students
- High visibility at SNA's Annual National Conference:
 - ▲ Opportunity to preside at breakfast session at ANC
 - ▲ Opportunity to provide product during session
- Sponsor support mentioned in promotional and wrap-up articles in *School Nutrition* magazine

To see how the campaign comes to life, visit www.schoolbreakfast.org, the official Web site and www.schoolnutrition.org/nsbw, the Web site containing member tools.



Gem Club Meeting Sponsorships

The popular Gem Club Sponsorships enable SNA to book top-notch speakers, offer additional education sessions and provide for memorable meetings for all attendees. GEM Club Sponsorships are available for the Child Nutrition Industry Conference (CNIC), the Legislative Action Conference (LAC), and the Annual National Conference (ANC). Gem Club Sponsor names will be highly visible throughout the conferences and will be listed in the program guide and on the SNA Web site.



Diamond Club \$2,500



Ruby Club \$1,000



Pearl Club \$250

SNA WEB SITE www.schoolnutrition.org

Sponsorship opportunities include:

- **SNA "Webinar" \$10,000 Exclusive**—Help educate hundreds of child nutrition professionals about hot issues affecting our industry. Join SNA in hosting focused, effective and collaborative meetings online.
- **Child Nutrition JobBank \$10,000**—There is only one job bank devoted exclusively to the school nutrition industry! The SNA JobBank attracts more than 5,000 visitors each month (over 20,000 impressions per month). Have your company name and logo displayed on each and every page.
- **SNA Recipe Database \$30,000**—This popular member service features an online searchable database that provides users with both quantity and family-size recipes.
- **CyberStop Internet Café \$20,000-ANC, \$7,500-CNIC, LAC, NLC**—Meeting attendees appreciate the opportunity to check their e-mail or correspond with family and friends when they are away from home. The SNA CyberStop is located in a convenient location during the Child Nutrition Industry Conference (CNIC), the Legislative Action Conference (LAC), the National Leadership Conference (NLC) and the Annual National Conference (ANC). Sponsorship available for 2009.



Contact Information For Sponsorship Opportunities

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