SNA & YOU

It Adds Up to a Great Partnership

2019 Sponsorships
Contents

Sponsorship Opportunities Are Available for the Following 2019 Conferences, Campaigns and Events

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- Legislative Action Conference
- Executive Leadership Program
- National Leadership Conference
- Annual National Conference
- Additional Sponsorships
- National School Lunch Week
- National School Breakfast Week
- School Nutrition Foundation

For more information on these unique opportunities and others, please contact the School Nutrition Association:

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Need ideas on how to maximize your budget and market share? SNA's creative staff 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 that they want and you provide.

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 2019! We look forward to assisting you in achieving your marketing goals.
The School Nutrition Industry Conference (SNIC), an annual meeting of school nutrition professionals 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 SNIC will increase your visibility among the key decision-makers in the school nutrition segment.

BADGE LANYARDS
Place your logo in the hands of more than 600 attendees when you sponsor the official conference lanyards worn by all SNIC attendees. $5,000—Exclusive sponsorship
SPONSORSHIP OPPORTUNITIES
Available for SNIC 2019

GENERAL SESSIONS
Sponsors will have the opportunity to introduce the speaker and have their company name and logo displayed on large screens as attendees enter the session room. Session sponsors may offer product samples or place one giveaway on every seat in the room. Extended recognition will be received through listings on the website and conference coverage in School Nutrition magazine. $5,000—Exclusive sponsorship for each session

MOBILE APP
Grab the attention of every mobile app user at SNIC as the mobile app sponsor via your message on the splash page and promotional messaging to users. Attendees will think of you every time they reference the app for the most up-to-date conference details. 2 co-sponsorships available at $3,500 each or exclusive for $7,000

CONFERENCE WI-FI
Meeting attendees appreciate the opportunity to check their email and correspond with family and friends while away from home at SNIC. Attendees will think of you when they access the complimentary conference wi-fi and look for login information in the conference program. $7,500—Exclusive sponsorship

HOTEL KEY CARDS
This exceptional marketing opportunity allows your company to offer a key card with your targeted marketing message to all attendees. Your message appears on the front of the card and an SNA promotional message is printed on the back. Your artwork must be approved in advance. Key cards are the number one advertising instrument in a hotel. $7,000—Exclusive sponsorship

IDEAS@WORK
10 fast-paced, 30-minute learning sessions focus on singular innovations at SNIC and are some of the highest rated sessions! Presented by innovative school nutrition operators, ideas@work sessions trace the path of a big idea from concept to implementation, identifying the steps that will put that idea to work in school nutrition operations. Sponsors will benefit by introducing the speaker at 2 sessions and recognition in signage/program. $7,500—Exclusive sponsorship

REFRESHMENT BREAKS
Sponsors have the right to provide product for all breaks throughout the conference. Sponsors will be recognized in onsite signage and in the conference program guide. $2,250 + associated hotel fees—5 co-sponsorships available

CONFERENCE TOTE BAGS
As the exclusive sponsor, your company will be top of mind throughout the year as more than 600 attendees continue to use these attractive, reusable bags in their daily lives. $8,000—Exclusive sponsorship

Join the Gem Club

PEARL CLUB $500
RUBY CLUB $1,000
DIAMOND CLUB $2,500

The popular Gem Club enables SNA to book top-notch speakers, fly directors in to participate on panels, offer additional education sessions and provide for memorable meetings for all attendees. Be a member of the Gem Club for the School Nutrition Industry Conference (SNIC), the Legislative Action Conference (LAC), the National Leadership Conference (NLC) and the Annual National Conference (ANC). Your company name will be visible in conference’s Program Guide and on onsite signage. Gem Club recognition at ANC will reflect each company’s total contributions for the year.
The Legislative Action Conference (LAC) has become one of the most highly anticipated, worthwhile, and informative conferences hosted by the School Nutrition Association. LAC affords attendees the opportunity to experience firsthand the inner workings of the democratic process as it provides a perfect backdrop for learning about the specific legislative and regulatory challenges and opportunities facing school nutrition personnel and industry partners.

**SPONSORSHIP OPPORTUNITIES Available for LAC 2019**

**HOTEL KEY CARDS**

This exceptional marketing opportunity allows your company to offer a key card with your targeted marketing message to all attendees. Your message appears on the front of the card and an SNA promotional message is printed on the back. Your artwork must be approved in advance. Key cards are the number one advertising instrument in a hotel. $8,000—Exclusive sponsorship
Executive Leadership Program

GEORGETOWN UNIVERSITY, MCDONOUGH SCHOOL OF BUSINESS
FEBRUARY 23, 2019

The Executive Leadership Program is a collaboration between SNA and Georgetown University McDonough School of Business and held on Saturday, February 23, 2019, in conjunction with SNA’s Legislative Action Conference.

Marketing nutritious meals, evolving technology, staff training and shifts in demand for information have created pressures on the bottom line that have been keenly felt in the school nutrition industry. Fifty of SNA’s leading school nutrition directors and three of your company representatives will benefit greatly from an intensive one-day workshop customized to help them manage and stay ahead of the curve during this transformational time in the industry. *(Topic to be determined.)*

$25,000—Only 4 co-sponsorships available

**BENEFITS INCLUDE:**

» Exclusive two-hour Opening Reception on Friday evening on the Georgetown University campus

» Full day of executive-level education at a leading university ($2,500 value)

» Full day of networking with 60 top school nutrition directors

» Three complimentary registrations for your company representatives

» Recognition during the Opening Reception and opportunity to make remarks

» Company name and logo on onsite signage

» Complimentary list of attendees

“The SNA Executive Leadership Program is amazing! In addition to providing a fabulous setting for School Nutrition Directors to network and share best practices, outstanding professors engage the group in an intensive and practical day of training that provides resources to strengthen school nutrition programs. A truly worthwhile and remarkable experience!” Marla Caplon, RD, LD
The National Leadership Conference (NLC) helps prepare SNA’s current and incoming state affiliate leaders for the future. As a sponsor, your company name will stand out in the crowd of more than 250 state and national leaders.

**SPONSORSHIP OPPORTUNITIES Available for NLC 2019**

**SPECIAL EVENT/RECEPTION**
This event provides a great opportunity for incoming state leaders to meet their school nutrition and industry colleagues from other states in a fun and interactive environment. Cocktails and light hors d’oeuvres are typically served (exact details vary by venue). **Call for pricing**

**REFRESHMENT BREAKS**
Sponsors have the right to provide product for two breaks throughout the conference. Sponsors will be recognized in onsite signage and in the conference program. **$3,500 + associated hotel fees—2 co-sponsorships available**

**HOTEL KEY CARDS**
This exceptional marketing opportunity allows your company to offer a key card with your targeted marketing message to all attendees. Your message appears on the front of the key card and an SNA promotional message is printed on the back. Artwork must be approved in advance. Key cards are the number one advertising instrument in a hotel. **$3,500—Exclusive sponsorship**
CONFERENCE WI-FI

Meeting attendees appreciate the opportunity to check their email and correspond with family and friends while away from home at NLC. Attendees will think of you when they access the complimentary conference wi-fi and look for login information in the conference learning journal.

$5,000—Exclusive sponsorship
The Annual National Conference (ANC) provides an unparalleled opportunity for industry to showcase the latest and greatest products for the school segment, to network with school nutrition professionals from around the country, and to attend dynamic education sessions. Increase your visibility by sponsoring one of the key components of ANC. Note: Sponsorship opportunities are available to contracted exhibitors only.
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.) $3,300—Only 10 sponsorships available

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 of the official All-Access Pass sponsors. Ten lucky directors will win free 2019 SNA Conference Packages (registration to SNIC, LAC and ANC). $2,000—Limited to 15 companies

WELLNESS VILLAGE
Attendees will be able to relax and recharge both mind and body at the Exhibit Hall Wellness Village. In this interactive village, attendees will want to stop by for the massage stations, learn about your services and more. Sponsor will be recognized in onsite signage and at the Wellness Village. $12,000—Exclusive sponsorship

SPONSORSHIP RECOGNITION
Recognition for ANC sponsors includes:
» Company name or logo scrolled on large screens in the opening General Session as attendees enter the hall
» Company name or logo listed on large sponsor walls in the Convention Center
» Company name or logo listed in the ANC Program Guide
» Conference coverage in School Nutrition magazine

See individual sponsorship opportunities
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

ONSITE BANNERS (PRINT OR DIGITAL TBD)

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

CONFERENCE BADGE LANYARDS

Have your company name, logo or web address imprinted on these highly visible items that are worn by 3,500 attendees during the conference and collected as souvenirs. $16,000—Exclusive sponsorship

IDEAS@WORK

Over 20 fast-paced, 30-minute learning sessions focus on singular innovations at ANC. Presented by innovative school nutrition operators, ideas@work sessions trace the path of a big idea from concept to implementation, identifying the steps that will put that idea to work in school nutrition operations. Sponsors will benefit by introducing the speaker at 4 sessions, in recognition in signage/program and will have an opportunity to host a post conference ideas@work webinar featuring two ideas@work sessions from the conference. $15,000—Exclusive sponsorship

MAJOR CITY & DISTRICT DIRECTORS’ LOUNGE

Sponsor the Major City and District Directors’ Lounge on Monday, Tuesday and Wednesday. 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. $20,000 for 3 days—Exclusive sponsorship

NEW CONNECTIONS RECEPTION

Don’t miss this opportunity to begin developing relationships with ANC First Timer Scholarship winners and leaders. This exclusive reception will be held on Sunday evening at a location to be determined. As the sponsor of this event, you will have the opportunity to provide products and your company representatives will be the only industry members in attendance. $15,000 + associated hotel fees—Exclusive sponsorship or 2 co-sponsorships for $8,000 each.

HOTEL KEY CARDS

Did you know that the average hotel guest looks at and searches for their guest room key card more than 10 times per day? This makes key cards the number one advertising instrument in a hotel. Take advantage of this exceptional marketing tool by sponsoring key cards with your marketing message at all of the ANC conference hotels. Attendees will be carrying your logo and booth information right in their pockets. Your message appears on the front of key card and an SNA promotional message is printed on the back. Your artwork must be approved in advance. $20,000—Exclusive sponsorship

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RED CARPET AWARDS CEREMONY
The SNA Awards Program recognizes the amazing contributions of SNA members by awarding prestigious honors to members at the state, regional and national level. SNA State Associations are also recognized with honors for leadership, membership recruitment, and professional development. Your company will host the annual Red Carpet Awards Ceremony at ANC, a fun and well-loved event which gets bigger and better each year! Sponsors will have the opportunity to introduce the speaker and may provide one collateral piece to be distributed as attendees enter the room. Your company name and logo will be strategically built into the entrance signage at the hall and displayed on large screens as attendees enter and exit the session. Creative ways to tie General Session sponsorship to sponsor’s exhibit booth may also be discussed. $25,000—2 sponsorships available

DISTRICT DIRECTORS’ OR MAJOR CITY DIRECTORS’ SECTION MEETING SPEAKER
The sponsor will be recognized in onsite signage and the ANC Program Guide and will have the honor of introducing the speaker. $5,000—Exclusive sponsorship for each meeting - limited to 2 companies

GENERAL SESSIONS
Sponsors will have the opportunity to introduce the speaker and may provide one collateral piece to be distributed as attendees enter the room. Your company name and logo will be strategically built into the entrance signage at the hall and displayed on large screens as attendees enter and exit the session. Creative ways to tie General Session sponsorship to sponsor’s exhibit booth may also be discussed. $25,000—2 sponsorships available

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 per night + associated hotel fees

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. $4,000 each - limited to 2 companies

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 in onsite signage, the ANC Program Guide and conference coverage in School Nutrition magazine. $20,000—Exclusive sponsorship

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 (video). $3,500 and up

MOBILE APP
Grab the attention of every mobile app user at ANC as the mobile app sponsor via your logo on the splash page and promotional messaging. $15,000—Exclusive sponsorship or 2 co-sponsorships at $7,500 each

CYBER PACKAGE
Meeting attendees appreciate the opportunity to check their email and correspond with family and friends when they are away from home at SNIC, LAC, NLC and ANC. The SNA Cyber Package provides complimentary conference wi-fi for attendees. $41,000—Exclusive sponsorship
SNA has always advanced professional development for SNA members with its conferences, webinars, the Certificate in School Nutrition and School Nutrition Specialist (SNS) credentialing program. Now more than ever before, school nutrition professionals are turning to SNA as their resource for professional standards and for professional development. That’s why partnering with SNA on professional development is a great opportunity for industry.

### Professional Standards

Did you know that as part of the Healthy Hunger Free Kids Act, USDA established professional standards for all school nutrition personnel who manage and operate the National School Lunch and School Breakfast Programs?

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<thead>
<tr>
<th>ANNUAL TRAINING HOUR</th>
<th>SY 2018-19</th>
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<tbody>
<tr>
<td>Directors</td>
<td>12 hours</td>
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<td>Managers</td>
<td>10 hours</td>
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<td>Staff</td>
<td>6 hours</td>
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<td>(more than 20 hrs/wk)</td>
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<td>Part Time Staff</td>
<td>4 hours</td>
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<td>(less than 20 hrs/wk)</td>
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WEBINAR WEDNESDAYS
SNA is leading the way to link school nutrition professionals across the country to expert knowledge on emerging issues and hot topics. Over 18,000 participants/year have taken advantage of Webinar Wednesdays and Webinars On-Demand programming and come away with new ways to create opportunities to increase participation, better manage operations and share innovative techniques. Webinar partnerships are a great way to provide educational programming and bring school nutrition operators and industry together. $7,500 each or 3 webinars for $20,000.

CULINARY SKILLS TRAINING SERIES $20,000
School nutrition professionals need to develop culinary skills as a critical part of their role preparing healthy school meals that appeal to students. Developed in partnership with SNA’s Chefs Task Force, a series of four 15-minute culinary training video tutorials will provide techniques demonstrated by members of SNA’s Chefs Task Force. Each tutorial will also provide information sheets related to each topic.

Sponsorship of the series includes:
- Logo on culinary skills dedicated area in SNA Learning Center
- Hosting webinar with Chefs Task Force to inform SNA members about the new video tutorials
- Sponsor of SNA’s Culinary Skills Lab (with Chefs Task Force) at ANC
- Series promotion in School Nutrition magazine

FINANCIAL MANAGEMENT SERIES $20,000
SNA has uncovered key needs among members for financial management, including templates and tools to help them on the job. Members will appreciate that your support helped develop practical, user-friendly tools for their own professional development as well as training tools for their staff.

Sponsorship of the series includes:
- Logo on financial management dedicated area in SNA Learning Center
- Hosting 1-2 webinars on new financial management tools
- Logo on 5 financial management instructional videos linking to tools and templates
- Opportunity to include sponsors tools on dedicated area pending approval from SNA/subject matter experts
- Series promotion in School Nutrition magazine

PROCUREMENT TRAINING SERIES $20,000
SNA’s industry and operator members consistently identify procurement as an area where more training is needed. This includes best practices in writing bids, procurement ethics and better forecasting techniques. Invest in this procurement training series to ensure resource development for operator training with additional tools and templates to improve their procurement practices.

Sponsorship of the series includes:
- Research on procurement trends and future needs with branding on the procurement zone on SNA’s website
- Sponsor introduces 3 procurement focused webinars and receives logo recognition
- Sponsor recognized in 3 procurement sessions at ANC
- Series promotion in School Nutrition magazine
SNA Campaigns

National School Lunch Week (NSLW) and National School Breakfast Week (NSBW) are SNA’s most popular and visible promotions, national in scope and celebrated in schools across the country. NSLW and NSBW are great opportunities for sponsors to show their support for two SNA member favorites and to be recognized for helping provide much-needed promotional tools for SNA members to use in their schools.

To see how the current NSLW campaign came to life, visit the official member resource website: www.schoolnutrition.org/NSLW

NATIONAL SCHOOL LUNCH WEEK

NSLW is celebrated each year in October in schools across the country to raise public awareness about the value of the federally funded school lunch program. The campaign celebrates the positive changes that have been made in school lunch programs across the country and allows schools to showcase their accomplishments and educate their community about the importance of healthy school meals. The promotion kicks off when the school year begins and culminates in October during National School Lunch Week (October 15–19, 2018).

$45,000—Exclusive or 2 co-sponsorships at $30,000 each
(Contact us for further details and/or additional options)

www.schoolnutrition.org/NSLW
National School Lunch Week (October 15–19, 2018)

KEY BENEFITS of NSLW Campaign sponsorship include:

» Branded presence on member resources

» Sponsor logo on every page of the very popular toolkits (7,000+ average downloads)

» Sponsor logo with hyperlink in promotional emails sent to members

» Sponsor logo and information on the member resource websites

» Opportunity to reach students and parents with the sponsor logo on flyers

» Sponsor support mentioned in campaign coverage in School Nutrition magazine

» A national PR campaign including a press release mentioning sponsorship support

» Visibility in supporting SNA's most popular campaigns
KEY BENEFITS of NSBW Campaign sponsorship include:

» Branded presence on member resources

» Sponsor logo on every page of the very popular toolkits

» Sponsor logo with hyperlink in promotional emails sent to members

» Sponsor logo and information on the member resource websites (41,000 + unique page views)

» Opportunity to reach parents with the sponsor logo on flyers

» Sponsor support mentioned in campaign coverage in School Nutrition magazine

¬ A national PR campaign including a press release mentioning sponsorship support

¬ Visibility in supporting SNA’s most popular campaigns

NATIONAL SCHOOL BREAKFAST WEEK
NSBW was launched in 1989 to raise awareness about the availability of the School Breakfast Program (SBP). The award-winning NSBW themes are fun ways to introduce students to the importance of school breakfast and being active. Each year, an SNA promotional campaign kicks off in January and culminates in National School Breakfast Week in March (March 5-9, 2019). $35,000

Exclusive sponsorship or 2 co-sponsorships—at $25,000 each (Contact us for further details and/or additional options)
To see how the current NSBW campaign came to life, visit the official member resource website:
www.schoolnutrition.org/NSBW
The School Nutrition Foundation (SNF) is the philanthropic sister organization of the School Nutrition Association (SNA). For more than fifty years, SNF has provided financial support to assist SNA members as they educate and empower the men and women who feed millions of America’s school children. SNF programs provide important resources for education and program grants. By sponsoring an existing or new SNF program, SNA members will recognize your support of the important charitable work we do every day.
1,000,000 MORE SCHOOL MEALS CAMPAIGN

Join SNF in our bold new campaign to increase the number of school meals served daily by 1,000,000 by 2020. For so many of America’s students, their best chance for a healthy, balanced meal will be at school. Let’s work together to secure a bright, healthy future for students by sponsoring one of our signature initiatives: comprehensive research on access, barriers, and participation; nutrition education that connects school and family; innovation in meal planning and delivery; and leadership training.

CELEBRATION OF SCHOOL NUTRITION HEROES

Our Annual Celebration of School Nutrition Heroes held in conjunction with the SNA Legislative Action Conference recognizes outstanding contributions of SNA members who go above and beyond to make a difference in their communities. Our Hero event sponsors make this a truly festive event by purchasing tables or through various event sponsorships. Proceeds from this event help to fund development and expansion of SNF programs. Sponsors are recognized through signage at the event, recognition in SN magazine, and in the ANC Exhibit Hall.

PROFESSIONAL DEVELOPMENT AND SCHOLARSHIPS

Professional development is critical not only to those beginning their careers in school nutrition, but also for those seeking to deepen their understanding and competencies for more sustainable school nutrition programs. You can help make education dreams come true for SNA members by contributing to our existing scholarship programs, or by creating a named scholarship program. To date, SNF has awarded more than $2.3 million in scholarships to deserving members. SNA member scholarships fund continuing formal education and attendance at SNA conferences.

For more information on these unique SNF partnership opportunities and others, please contact:

Jane Balek
Executive Director
School Nutrition Foundation
800-877-8822 x125
snf@schoolnutrition.org
Core Purpose

Well-nourished students, prepared to succeed.

Vision

Every student has access to nutritious meals at school, ensuring their optimal health and well-being.

Mission

Empowering school nutrition professionals to advance the accessibility, quality and integrity of school nutrition programs.

Values

» Integrity: Act ethically and responsibly, always.
» Inclusion: Embrace different perspectives and ideas from SNA's diverse membership.
» Collaboration: Share strategies and solutions to achieve professional excellence.
» Commitment: Embody care and compassion for student well-being.
» Innovation: Drive change with creativity and strategic thinking.
» Courage: Resolve to protect and defend school nutrition programs.

For more information on these unique opportunities and others, please contact the School Nutrition Association:

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Future Annual National Conference Locations

2020................................................Nashville, TN
2021......................................................Chicago, IL
2022 .....................................................Orlando, FL
2023 .....................................................Denver, CO
2024 .....................................................Boston, MA
2025 .....................................................San Antonio, TX