



SEAFOOD NUTRITION PARTNERSHIP 2022 SPONSORSHIP OPPORTUNITIES

EAT SEAFOOD AMERICA!

REGISTERED DIETITIAN'S SEAFOOD TOOLKIT

EDUCATIONAL WEBINARS

ACADEMY OF NUTRITION DIETETICS,
FOOD & NUTRITION CONFERENCE & EXPO 2022

STATE OF THE SCIENCE SYMPOSIUM

FOR ADDITIONAL INFORMATION OR TO CONFIRM SPONSORSHIP CONTACT:

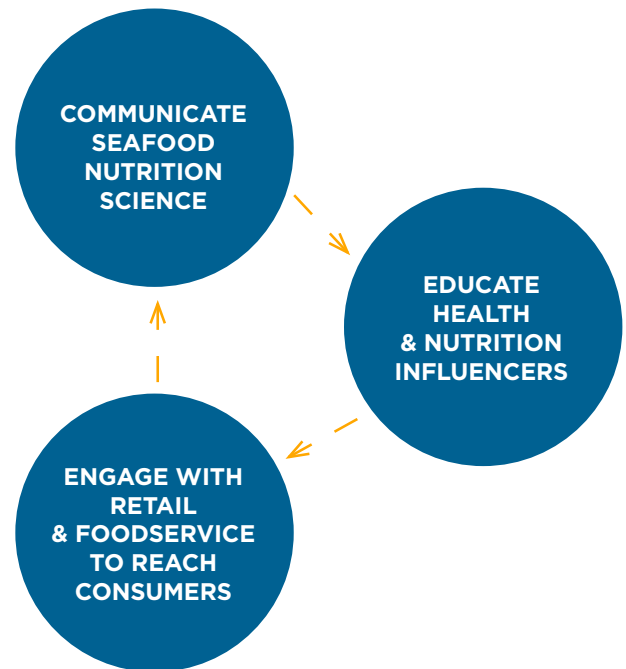
LINDA CORNISH, PRESIDENT | LINDA@SEAFOODNUTRITION.ORG | (703) 579-6715

OVERVIEW & DONOR BENEFITS 2022

Seafood Nutrition Partnership (SNP) is a 501(c)3 charitable non-profit that is inspiring a healthier America through partnerships and outreach to raise awareness about the essential nutritional benefits of eating sustainable seafood. Currently only 1 in 10 Americans follow the DGA recommendation to eat seafood at least twice a week for improved health. We are working hard to make sure seafood is part of the overall public health, environmental, and food systems conversations.

SNP's three-prong strategy to help Americans enjoy seafood more often:

- **Communicate Seafood Nutrition Science:** Our expert science council supports the strong evidence on seafood nutrition.
- **Educate Health & Nutrition Influencers:** We have reached over 26,000 Registered Dietitian Nutritionists on the health benefits of seafood and continue to be their go-to trusted resource.
- **Engage with Retail & Foodservice to Reach Consumers:** We are conducting the Eat Seafood America! Campaign to encourage consumers to buy and eat more sustainable seafood with quantifiable results.



SUPPORT SNP TO INSPIRE A HEALTHIER AMERICA & BOOST SEAFOOD CONSUMPTION!

	CHAMPION \$10,000	ADVOCATE \$5,000	SUPPORTER \$2,500	CONTRIBUTOR \$1,000	FRIEND ANY AMOUNT
USE OF SNP LOGO ON YOUR COMPANY'S MATERIALS AND PACKAGING (LIMITED LICENSE RIGHTS)	✓				
OPPORTUNITY TO PROVIDE YOUR PRODUCTS FOR SNP PROGRAMS AND EVENTS	✓	✓			
COMPLIMENTARY TICKETS TO SNP EVENTS OF YOUR CHOICE	3	2	1		
USE OF SNP RESEARCH DOCUMENTS ON THE HEALTH BENEFITS OF SEAFOOD TO EDUCATE YOUR CUSTOMERS AND CONSTITUENTS	✓	✓	✓	✓	
RECOGNITION ON SNP WEBSITE AND IN ANNUAL REPORT	✓	✓	✓	✓	✓
PROVIDE CONTENT, COUPONS, RECIPES FOR SNP WEBSITE	✓	✓	✓	✓	✓



PHOTO COURTESY OF ASMI



The campaign includes a combination of campaign assets and messages, digital media outreach, public relations outreach, and earned media.

SUPPORT THE SEAFOOD COMMUNITY AS A SPONSOR OF EAT SEAFOOD AMERICA!

The [Eat Seafood America!](#) initiative is a consumer-facing campaign to encourage Americans to buy and eat sustainable seafood for improved health and to support the U.S. seafood community affected economically from COVID-19. This campaign launched in April 2020 has since generated more than 1.5 billion impressions. We are continuing the campaign to support the recovery phase.

Your sponsorship can support the following Eat Seafood America! campaign needs:

- Campaign Management
- Retail Partnerships
- Video Content Development
- Digital Advertising
- In-Store Point of Sale Signage
- National Video Placement

SPONSORSHIP RECOGNITION	\$25,000+	\$10,000+	\$5,000+	\$2,500+	\$1,000+
RECOGNITION IN PRESS RELEASE	✓	✓	✓		
LOGO ON CAMPAIGN WEBSITE	✓	✓	✓	✓	
NAME ON CAMPAIGN WEBSITE	✓	✓	✓	✓	✓
SPONSORED SOCIAL POST	2 PREMIUM 3 BASIC	1 PREMIUM 3 BASIC	1 PREMIUM 2 BASIC	2 BASIC	1 BASIC

Sponsored Posts

- **Basic:** Can include new products, featured recipes, new research updates or fun giveaways. SNP will develop the graphic and messaging for the sponsored post, work with the sponsor on an appropriate seafood photo, and mention the sponsor's social media handle in the sponsored post. The sponsored post will be designated with a hashtag #ad.
- **Premium:** Our in-house dietitian will do a Facebook or Instagram LIVE video talking about a topic or product or do a cooking demonstration.

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Highlight your company or product in this practical and well-presented resource mailed to several hundred select RDNs and grocery dietitians and sent electronically to thousands more.

SUPPORT SNP AS A SPONSOR OF THE REGISTERED DIETITIAN'S SEAFOOD TOOLKIT

PRINT TARGETED REACH: 500 • ELECTRONIC REACH: 5,000+

SNP will create a new consumer health-focused toolkit for dietitians to use while speaking with their clients, to be mailed in February 2022. The SNP Dietitian's Toolkit covers seafood's beneficial properties in addressing their clients' issues including diabetes, healthy aging, mental health, children's nutrition, and sports performance. It features stylized, creatively showcased recipes, sustainable sourcing information and a 'how to buy seafood' guide.

The mailed package to SNP 'VIP' RDNs will also include a keepsake gift and the full toolkit printed and beautifully presented. The project will commence when we have secured \$20,000 in sponsorships.

SPONSORSHIP OPPORTUNITIES

	TITLE \$10,000	GOLD \$5,000	SILVER \$3,500
LOGO ON THE KEEPSAKE GIFT MAILED TO VIP RDNs	✓		
LOGO ON TOOLKIT COVER WITH SNP	✓	✓	
YOUR PRODUCT OR COUPON INCLUDED IN MAILER	✓	✓	✓
A RECIPE WITH YOUR PRODUCT INCLUDED	✓	✓	✓
LOGO INSIDE TOOLKIT	✓	✓	✓
ALL OTHER DONOR BENEFITS AT SAME GIVING LEVEL	✓	✓	✓

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Our recent webinar, [An ocean of opportunity: The role of sustainable seafood for human and planetary health](#), had 175 people registered from around the world.

EDUCATIONAL WEBINARS

FOR HEALTH & NUTRITION INFLUENCERS

Sponsor a one hour webinar and help Registered Dietitians learn more about the wonderful world of seafood so that they can be best prepared to answer questions from their clients and customers and encourage their audience to increase seafood consumption for improved health. This is a great way to share the latest seafood nutrition science, advances in seafood sustainability along with your product or certification label in this gathering of key food, nutrition and well-being influencers.

Potential topics of interest include: Benefits of Seafood and Omega-3s, Seafood and Climate Friendly Diet, The Ultimate Guide to Buying Seafood, The Ultimate Guide to Cooking Seafood, A Dive into Seafood Sustainability, Benefits of Seafood By Groups (i.e., Kids, Women's Health & Infant Outcomes, Mental Health & Depression, Cardiovascular Health, Diabetes, Healthy Aging, Sports Nutrition)

Seafood Nutrition Partnership will work with sponsors on a webinar topic, develop the webinar outline and key learning objectives, secure & coordinate speakers, work with the Academy of Nutrition and Dietetics to offer 1 continuing education credit for Registered Dietitian Nutritionists, and organize registration.

SPONSORSHIP OPPORTUNITIES

PLATINUM \$10,000

GOLD \$5,000

PARTICIPATE IN WEBINAR PLANNING



LOGO ON MARKETING MATERIALS



ACKNOWLEDGMENT DURING EVENT



The project will commence when we have secured \$10,000 in sponsorships. Speaker fees are not included in the sponsorship.

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More than 15,000 RDNs gather at this annual conference and SNP is on-hand to engage in one-on-one conversations about the health benefits of seafood.

JOIN US AS A SPONSOR FOR THE ACADEMY OF NUTRITION DIETETICS FOOD & NUTRITION CONFERENCE & EXPO

OCTOBER 8-11, 2022 • ORLANDO, FL

Partner with Seafood Nutrition Partnership to get your brand in front of trusted food & nutrition advisors! SNP's exclusive, impactful opportunities at which your brand could make an impression include:



SNP BOOTH SAMPLING

Each day, SNP will demo a food item during prime expo hours at our corner booth. **\$5,000 FOR ONE DAY**

SNP IMMERSIVE SEAFOOD EXPERIENCE

A select group of 15 RDNs will join us for a daylong interactive event.

SNP INTERACTIVE CHEF DINNER

An educational and delicious evening on emerging culinary trends with seafood for 30 influential RDNs.



EVENT SPONSORSHIPS

	TITLE SPONSOR \$10,000	GOLD SPONSOR \$5,000
BRIEF REMARKS AT EVENT	✓	
LOGO ON MARKETING MATERIALS	✓	✓
MATERIALS INCLUDED IN SWAG BAG	✓	✓
ACKNOWLEDGMENT AT EVENT	✓	✓
STAFF MEMBERS INVITED TO ATTEND	2	1

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SNP's State of the Science Symposium the leading forum for global experts in human nutrition to outline the latest consensus on all aspects of seafood nutrition.

SIXTH ANNUAL STATE OF THE SCIENCE SYMPOSIUM

SEPTEMBER 2022 | WASHINGTON DC

Join the State of the Science Symposium as hundreds of experts in the science and technology of seafood, including human nutrition and environmental sustainability, come together for educational presentations that merge technical analysis and accessible information for non-specialists.

SPONSORSHIP OPPORTUNITIES

	TITLE \$25,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$3,500
PARTICIPATE IN SYMPOSIUM PLANNING	✓			
BRIEF REMARKS AT EVENT	✓	✓		
NAME ON MARKETING MATERIALS	✓	✓	✓	
ACKNOWLEDGMENT AT EVENT, PRESS RELEASE	✓	✓	✓	✓
TABLE AND INCLUSION IN SYMPOSIUM SWAG BAG	✓	✓	✓	✓
ALL OTHER DONOR BENEFITS AT SAME GIVING LEVEL	✓	✓	✓	✓

SNP SCIENTIFIC & NUTRITION ADVISORY COUNCIL (SNAC)

TOM BRENNAN, PHD
PROFESSOR OF PEDIATRICS & OF CHEMISTRY,
UNIVERSITY OF TEXAS AT AUSTIN; SNAC CHAIR

MARTIN-PAUL AGBAGA, PHD
ASSISTANT PROFESSOR, DEPARTMENT OF OPHTHALMOLOGY,
UNIVERSITY OF OKLAHOMA HEALTH SCIENCES CENTER

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PRESIDENT, OLDWAYS - HEALTH THROUGH HERITAGE

SUSAN CARLSON, PHD
PROFESSOR OF NUTRITION, SANFORD SCHOOL OF MEDICINE, UNIVERSITY OF KANSAS MEDICAL CENTER

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FOUNDER, CHAVES STRATEGIES, RETIRED SENIOR ADVISOR,
NOAA NATIONAL MARINE FISHERIES SERVICES

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RESEARCH ASSOCIATE PROFESSOR, ENDOCRINOLOGY, DIABETES AND CLINICAL NUTRITION,
OREGON HEALTH & SCIENCE UNIVERSITY

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ALCOHOL ABUSE & ALCOHOLISM, NATIONAL INSTITUTES OF HEALTH

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& NUTRITIONAL SCIENCES, UNIVERSITY OF GUELPH

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DISTINGUISHED PROFESSOR OF NUTRITION, PENN STATE UNIVERSITY

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OMEGA-3 EXPERT, AUTHOR, TEACHER, ADVISOR

SCOTT NICHOLS, PHD
CEO & FOUNDER, FOOD'S FUTURE

NORMAN SALEM, JR
OMEGA-3 EXPERT, ADVISOR

MICHAEL TLUSTY, PHD
ASSOCIATE PROFESSOR OF SUSTAINABILITY AND FOOD SOLUTIONS,
UNIVERSITY OF MASSACHUSETTS BOSTON

GRETCHEN VANNICE, MS, RDN
DIRECTOR OF NUTRITION EDUCATION AND RESEARCH AT ORGANIC TECHNOLOGIES

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EVENTS & SPONSORSHIP LEVELS

Yes, we value and will support the work of Seafood Nutrition Partnership to increase seafood consumption in the U.S. through the following sponsorships:

EAT SEAFOOD AMERICA! CAMPAIGN

☐ \$25,000+ ☐ \$10,000+ ☐ \$5,000+ ☐ \$2,500+ ☐ \$1,000+

SNP REGISTERED DIETITIAN'S SEAFOOD TOOLKIT

☐ Title Sponsor: \$10,000 ☐ Gold: \$5,000 ☐ Silver: \$3,500

EDUCATIONAL WEBINARS

☐ Platinum Sponsor: \$10,000 ☐ Gold: \$5,000

ACADEMY OF NUTRITION DIETETICS FOOD & NUTRITION CONFERENCE 2022

- Booth Sampling, \$5,000 ☐ Sun, Oct 9 / ☐ Mon, Oct 10 / ☐ Tuesday, Oct 11
- Immersive Event (Saturday) ☐ Title Sponsor: \$10,000 ☐ Gold Sponsor: \$5,000
- Interactive Chef Dinner ☐ Title Sponsor: \$10,000 ☐ Gold Sponsor: \$5,000

STATE OF THE SCIENCE SYMPOSIUM

☐ Title: Sponsor \$25,000 ☐ Platinum: \$10,000 ☐ Gold: \$5,000 ☐ Silver: \$3,500

☐ PLEASE INVOICE US

☐ I WOULD LIKE TO PAY BY CHECK

Please make check payable to: Seafood Nutrition Partnership

Mail to: Seafood Nutrition Partnership
P.O. Box 37038
Baltimore, MD 21297-3038

☐ I WOULD LIKE TO PAY BY CREDIT CARD: ☐ Mastercard ☐ Visa ☐ American Express

C.C.#: _____ Exp. Date: _____ CVV Code: _____

Name on Card: _____ Signature: _____ Date: _____

CONTACT INFORMATION:

Company Name: _____ Contact Name: _____ Title: _____

Address City, State, Zip: _____

Email: _____ Telephone: _____

THANK YOU FOR YOUR SUPPORT OF SEAFOOD NUTRITION PARTNERSHIP!

If you have any questions, please contact Linda Cornish at linda@seafoodnutrition.org or (703) 579-6715.

The Seafood Nutrition Partnership (SNP) is a 501(c)(3) charitable non-profit within the Internal Revenue Code. Contributions are tax-deductible to the fullest extent permissible by law.