SEAFOOD NUTRITION PARTNERSHIP
2020 SPONSORSHIP OPPORTUNITIES

STATE OF THE SCIENCE SYMPOSIUM

SNP HONORS

HEALTH INFLUENCER EXPERIENTIAL
SUSTAINABILITY EVENT

REGISTERED DIETITIAN’S SEAFOOD TOOLKIT

eNEWSLETTER & SOCIAL MEDIA SPONSORSHIP

FOR ADDITIONAL INFORMATION OR TO CONFIRM SPONSORSHIP CONTACT:
LINDA CORNISH, PRESIDENT | LINDA@SEAFOODNUTRITION.ORG | (703) 579-6715
SNP’s State of the Science Symposium is recognized as the leading forum for global experts in human nutrition to outline the latest consensuses on all aspects of seafood nutrition.

Over 100 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.

Topics to be determined by the SNP Scientific & Nutrition Advisory Council may include: State of Public Health in the US • Impact of the 2020-2025 USDA/HHS Dietary Guidelines • FDA EPA Advisory • Seafood and Food Security • Communicating Seafood Health Benefits to the Public
Seafood Nutrition Partnership hosts the SNP Honors to honor those who have demonstrated exceptional outreach and impact on increasing seafood consumption.

Prospective honorees from the seafood industry, government, nutrition and science fields will be announced in March 2020. Nominees must support SNP and our mission of increasing consumption of seafood for the overall benefit of Americans.

SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th></th>
<th>TITLE $25,000</th>
<th>PLATINUM $10,000</th>
<th>GOLD $5,000</th>
<th>SILVER $3,500</th>
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</thead>
<tbody>
<tr>
<td>BRIEF REMARKS AT EVENT</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOGO ON ADVANCE MARKETING MATERIALS</td>
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<tr>
<td>COMPANY AD IN HONORS KEEPSAKE PROGRAM</td>
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<td>1/4-PAGE</td>
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<tr>
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<td>ACKNOWLEDGMENT AT EVENT, PRESS RELEASE</td>
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<tr>
<td>TABLE FOR 8 PEOPLE</td>
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</tr>
<tr>
<td>ALL OTHER DONOR BENEFITS AT SAME GIVING LEVEL</td>
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</tbody>
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An impactful, hands-on learning experience for a select group of health influencers.

Highlight the advances in seafood sustainability along with your product or certification label in this intimate gathering of key food, nutrition and well-being influencers. This sustainability-focused event will allow attendees to learn first-hand what sustainability means and why it’s so important for the health of our oceans and communities.

This event is still being planned, but is likely to be a West Coast day-long event with interactive education and tours. It will be geared specifically to produce media including articles, blog posts and social impressions, which will amplify and extend seafood messaging beyond the event.

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<thead>
<tr>
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<th>SILVER $2,500</th>
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<tr>
<td>COMPANY LOGO IN SUSTAINABILITY GUIDE</td>
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SUPPORT SNP AS A SPONSOR OF THE
REGISTERED DIETITIAN’S
SEAFOOD TOOLKIT

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

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 partner ‘VIP’ RDNs will also include a keepsake gift and the full toolkit printed and beautifully presented.

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>TITLE $10,000 SOLD</th>
<th>GOLD $5,000</th>
<th>SILVER $3,500</th>
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</thead>
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<tr>
<td>LOGO ON THE KEEPSAKE GIFT MAILED TO VIP RDNS</td>
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<tr>
<td>LOGO ON TOOLKIT COVER WITH SNP</td>
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<td>✓</td>
<td></td>
</tr>
<tr>
<td>YOUR PRODUCT OR COUPON INCLUDED IN MAILER</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>A RECIPE WITH YOUR PRODUCT INCLUDED</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>LOGO INSIDE TOOLKIT</td>
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<td>✓</td>
</tr>
<tr>
<td>ALL OTHER DONOR BENEFITS AT SAME GIVING LEVEL</td>
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<td>✓</td>
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Seafood Nutrition Partnership (SNP) has three monthly electronic newsletters with a combined distribution of approximately 16,000. The purpose for these newsletters is to keep the various SNP audiences up to date on education and outreach efforts, upcoming events, new research, recipes, resources, and coupons.

• **General newsletter** is sent to seafood industry, philanthropy, and non-profit representatives, with a reach of 3,800. Sent last Thursday of the month.
• **Health influencer newsletter** is sent to Registered Dietitians and other health and nutrition influencers, with a reach of 2,500. Sent first Thursday of the month.
• **Pledge newsletter** is sent to consumers who have signed up for the pledge to eat #Seafood2xWk, 9,700. Sent second Thursday of the month.

**AD BANNER FEE**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Single Newsletter - Top</td>
<td>$1,000/PLACEMENT</td>
</tr>
<tr>
<td>Single Newsletter - Middle</td>
<td>$500/PLACEMENT</td>
</tr>
<tr>
<td>Single Newsletter - Bottom</td>
<td>$250/PLACEMENT</td>
</tr>
<tr>
<td>Any 2 Newsletters</td>
<td>Bulk Discount of 10% Off</td>
</tr>
<tr>
<td>Any 3 Newsletters</td>
<td>Bulk Discount of 20% Off</td>
</tr>
</tbody>
</table>

**AD GUIDELINES**

• Ad should be ready made and adhere to the ad specifications of 728 x 90 pixels. Ad creation assistance can be provided by SNP at $100/hour.
• Ad should support the mission of Seafood Nutrition Partnership.
• Deadline: Upon full payment of placement fee, the ad deadline is 1 week before the desired newsletter send date.
Seafood Nutrition Partnership (SNP) is active on five social media channels with approximately 70,000 fans and followers. The social channels are Facebook, Instagram, LinkedIn, Twitter, and Pinterest. The purpose for the messages on these social platforms is to show how easy and delicious it is to include seafood into regular meals. We provide shareable resources on seafood and health tips, new research, and new recipes. Annually, SNP owned social channels generate approximately 58,000 engagements (likes, comments, shares), and approximately 19,000 link clicks.

- **Facebook** 55,064 followers
- **Instagram** 5,755 followers
- **LinkedIn** 1,018 followers
- **Pinterest** 3,864 followers
- **Twitter** 3,355 followers

### SUPPORT SNP’S SOCIAL MEDIA BY MONTH

**$3,000 PER MONTH**

This will include one sponsored post in each of the five SNP channels.

### SUPPORT SNP’S SOCIAL MEDIA BY CHANNEL

<table>
<thead>
<tr>
<th>Platform</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>$1,000/Post</td>
</tr>
<tr>
<td>Instagram</td>
<td>$750/Post PLUS STORY</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>$500/Post</td>
</tr>
<tr>
<td>Pinterest</td>
<td>$500/Post</td>
</tr>
<tr>
<td>Twitter</td>
<td>$500/Post</td>
</tr>
</tbody>
</table>

### SPONSORED POST GUIDELINES

- Sponsored posts could include new products, featured recipes, new research updates or fun giveaways. For an additional fee, our in-house dietitian can do a Facebook or Instagram LIVE video either talking about a topic or product or cooking a recipe. Posts should support the mission of Seafood Nutrition Partnership.
- A portion of the fee would go to boost the ad.
- 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, if applicable, in the sponsored post.
- The sponsored post will be designated with a hashtag #ad.
- Deadline: Upon full payment of sponsorship fee, the photo deadline is 1 week before the social media post date.
Yes, we value and will support the work of Seafood Nutrition Partnership to increase seafood consumption in the U.S. through the following sponsorships:

**STATE OF THE SCIENCE SYMPOSIUM**
- Title Sponsor: $25,000
- Platinum: $10,000
- Gold: $5,000
- Silver: $3,500

**SEAFOOD NUTRITION PARTNERSHIP HONORS**
- Title Sponsor: $25,000
- Platinum: $10,000
- Gold: $5,000
- Silver: $3,500

**HEALTH INFLUENCER EXPERIENTIAL SUSTAINABILITY EVENT**
- Title Sponsor: $10,000
- Gold: $5,000
- Silver: $3,500

**SNP REGISTERED DIETITIANS SEAFOOD TOOLKIT**
- Title Sponsor: $10,000
- Gold: $5,000
- Silver: $3,500

**ADVERTISE IN SNP ENEWSLETTERS**
- Single Newsletter - Top: $1,000
- Single - Middle: $500
- Single - Bottom: $250
- Multiple Newsletters

**SNP SOCIAL MEDIA**
- Monthlong Sponsorship: $3,000
- Single Posts: $500, $750, $1,000

☐ 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.