



# SEAFOOD NUTRITION PARTNERSHIP 2021 SPONSORSHIP OPPORTUNITIES

EAT SEAFOOD AMERICA! CAMPAIGN

STATE OF THE SCIENCE SYMPOSIUM (VIRTUAL)

EDUCATIONAL WEBINARS

FOR ADDITIONAL INFORMATION OR TO CONFIRM SPONSORSHIP CONTACT:

LINDA CORNISH, PRESIDENT | [LINDA@SEAFOODNUTRITION.ORG](mailto:LINDA@SEAFOODNUTRITION.ORG) | (703) 579-6715

EAT SEAFOOD AMERICA!

SEAFOOD IS SIMPLE AND DELICIOUS



PHOTO COURTESY OF ASMI



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

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

The [Eat Seafood America! Campaign](#) 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 over 1 billion impressions through February 2021. We are continuing the campaign to support the recovery phase through 2021.

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

- Campaign Management: Starting at \$1,000+
- Digital Advertising: Starting at \$2,500+
- In-Store Point of Sale Signage: Starting at \$5,000+
- Video Content Development: Starting at \$10,000+
- National Video Placement: Starting at \$25,000

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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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.

# FIFTH ANNUAL STATE OF THE SCIENCE SYMPOSIUM

VIRTUAL, DATE & TIME TBD

Join the virtual 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.

Topics determined by the SNP Scientific & Nutrition Advisory Council will include: **State of Public Health in the US • Impact of the 2020-2025 USDA/HHS Dietary Guidelines • Seafood for Human Health, Planetary Health, Economic Health.**

SPONSORSHIP OPPORTUNITIES	TITLE \$25,000	GOLD \$5,000	SILVER \$3,500	EXHIBITOR \$1,000
PARTICIPATE IN SYMPOSIUM PLANNING	✓			
BRIEF REMARKS AT EVENT	✓			
NAME ON MARKETING MATERIALS	✓	✓		
ACKNOWLEDGMENT AT EVENT, PRESS RELEASE	✓	✓	✓	
VIRTUAL EXHIBIT BOOTH	✓	✓	✓	✓
ALL OTHER DONOR BENEFITS AT SAME GIVING LEVEL	✓	✓	✓	✓

SNP SCIENTIFIC & NUTRITION ADVISORY COUNCIL (SNAC)

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UNIVERSITY OF TEXAS AT AUSTIN; SNAC CHAIR

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UNIVERSITY OF OKLAHOMA HEALTH SCIENCES CENTER

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**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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# EDUCATIONAL WEBINARS

## FOR HEALTH & NUTRITION INFLUENCERS

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.

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 \$5,000	GOLD \$2,500
PARTICIPATE IN WEBINAR PLANNING	✓	
LOGO ON MARKETING MATERIALS	✓	✓
ACKNOWLEDGMENT DURING EVENT	✓	✓

Note: A Platinum sponsorship is needed before planning can begin and speaker fees are not included in the sponsorship.



# 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+

## STATE OF THE SCIENCE SYMPOSIUM

Title: Sponsor \$25,000    Gold: \$5,000    Silver: \$3,500    Exhibitor: \$1,000

## EDUCATIONAL WEBINARS

Platinum Sponsor: \$5,000    Gold: \$2,500

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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](mailto: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.