



**SEAFOOD
NUTRITION
PARTNERSHIP**

SNP'S 10 YEAR ANNIVERSARY IN 2023

CELEBRATING A DECADE OF SEAFOOD NUTRITION EDUCATION & OUTREACH

MISSION ADVANCEMENT OPPORTUNITIES



SNP MISSION

A **healthier** America with seafood.

Seafood Nutrition Partnership (SNP) is a 501(c)3 charitable non-profit with a **mission** to inspire a healthier America through partnerships and outreach to raise awareness about the essential nutritional benefits of eating sustainable seafood. Eating seafood at least twice a week supports brain health, heart health, and overall wellness. Currently only 10-20% of Americans follow the Dietary Guidelines for Americans recommendation to eat seafood at least twice a week for improved health. We work diligently to include seafood as part of the overall public health, environmental, and food systems conversations.

SNP's **vision** is for Americans to live healthier, happier, and smarter through seafood nutrition.



CELEBRATING A DECADE OF SEAFOOD NUTRITION

Since SNP's founding in 2013 by leaders from the nutrition science, food, and health sectors, SNP has established a strong track record for educating nutrition influencers and the general public about the health benefits of seafood. Seafood consumption has increased and SNP is moving the needle with your support!

SNP'S DECADE OF IMPACT THROUGH YOUR DONATIONS

Greater awareness of seafood's health & nutritional benefits

- SNP is the go-to resource for RDNs for seafood nutrition and has reached more than 26,000 Registered Dietitians.
- Held 6 Annual State of the Science Symposiums in Washington D.C.
- Launched the Eat Seafood, America! in 2020. Over 2 billion impressions have been generated to date

Pushed the needle in D.C. and across the U.S. to put seafood on the top of minds

- USDA/HHS strengthened seafood advice in the 2015 and 2020 DGAs and the FDA Seafood Advisory strengthened in Winter 2021.
- Serve as a neutral convener for public health benefits of seafood with industry, NGOs, public health, government, philanthropy, and global organizations.

Developed programs to teach Americans about the health benefits of seafood

- Developed Eating Heart Healthy Nutrition Intervention Program with Brigham & Women's Hospital and Roxbury Tenants of Harvard.
- Leveraged scientific findings in a community setting to increase seafood & omega-3 consumption.
- Developing an Eating for Brain Health program that will focus on brain, eye, and mental health.

SNP ANNUAL FUND

Support SNP to inspire a healthier America & boost seafood consumption!

Your charitable contributions to the Annual Fund support SNP's Eating for Brain Health Program and National Seafood Promotion Pilot Programs. Continue your support for the SNP today to help build healthier, happier, and smarter communities!

	CHAMPION \$10,000	ADVOCATE \$5,000	SUPPORTER \$2,500	CONTRIBUTOR \$1,000
USE OF SNP LOGO ON YOUR COMPANY'S MATERIALS & PACKAGING (LIMITED LICENSE RIGHTS)	✓			
OPPORTUNITY TO PROVIDE PRODUCTS FOR SNP PROGRAMS & EVENTS	✓	✓		
RECOGNITION ON SNP WEBSITE	✓	✓	✓	
RECOGNITION IN SNP ANNUAL REPORT	✓	✓	✓	✓

SUPPORT NATIONAL SEAFOOD MONTH

Support SNP and
Celebrate Seafood
Together During
October National
Seafood Month!



CELEBRATE SEAFOOD

Seafood has a great story to tell and it's time we shared the story with consumers. Seafood is vital for our **brain** and **heart** health, significant progress has been made with sustainable and responsible seafood, and seafood is recognized as the **climate-friendly protein**. This is worth celebrating! This consumer-focused pilot campaign includes a combination of campaign assets and messages, digital media outreach, public relations outreach, and earned media.

SUPPORT THE EATING FOR BRAIN HEALTH PROGRAM

As part of the historic White House Conference on Hunger Nutrition Health held in Washington DC in September 2022, the Seafood Nutrition Partnership **committed** to improve public knowledge of essential nutrition that has been shown to improve brain health and launch an Eating for Brain Health Program to educate moms on the nutrients required to foster early brain development.



BENEFITS FOR BRAIN HEALTH

- “Eating fish during pregnancy and breastfeeding provides key nutrients that support a child’s brain development.” - FDA’s updated Seafood Advice
- Adequate Omega-3 DHA levels in moms-to-be reduces the risk of early, dangerous pre-term births by over 40%.

SPONSORED PROGRAMS TO SUPPORT SNP'S MISSION

	TITLE \$25,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500
BRIEF REMARKS AT EVENT	✓			
ACKNOWLEDGEMENT AT EVENT	✓	✓		
RECOGNITION IN PRESS RELEASE	Presented by	Listed w/all top tier sponsors	Listed w/all top tier sponsors	
RECOGNITION ON SNP WEBSITE & MARKETING MATERIALS	Featured Logo	Logo	Logo	Name

SUPPORT NUTRITION SCIENCE EDUCATION

Science is the backbone
of SNP's mission,
education, and outreach.



EDUCATIONAL VIDEO SERIES

Support the SNP **Scientific Nutrition Advisory Council** as they share the latest and greatest on the science and research behind the health benefits of seafood and Omega-3 fatty acids through an in-person State of the Science Symposium and recording a series of **TedTalk style videos**. These videos will live on their own page of SNP's website and will be distributed throughout the industry and on SNP's social media platforms.

SUPPORT REGISTERED DIETITIAN OUTREACH & EDUCATION

Registered Dietitian Nutritionists (RDNs) are trusted health advisors for consumers.

There are approximately 100,000 RDNs in the U.S. who work in all facets of society, including in grocery stores, restaurants, K-12 schools, universities, healthcare, workplace wellness, and sports. SNP has reached over 26,000 RDNs on the health benefits of seafood through outreach and education programs over the years and continues to be a go-to trusted resource for RDNs.



FNCE CONFERENCE

- Booth Sampling: \$5,000/day
- A Sustainable Seafood Experience for key RDNs
- Interactive Chef Dinner

IMMERSIVE EVENTS

SNP plans to host education and outreach events for 15-20 key RDNs in the following cities, based on sponsors interest:

- **Miami** in April 2023
- **Los Angeles** in July 2023
- **New York City** in August 2023

MAILERS

Highlight your seafood products, company, or mission through an educational mailer paired with SNP's trusted resources.

Three mailers will each focus on seafood for brain health:

- **child brain development & pregnancy** (February)
- **mental health** (May)
- **healthy aging** (August)

Each of these mailers will go to targeted dietitians and media that focus their work in related fields. Though tailored to focus on a single pillar, each toolkit will have an overview on the benefits of seafood for overall brain health. Sponsorship of the mailers is \$10,000 each or \$25,000 to be included on all three.

SUPPORT SNP AND CHEF OUTREACH & EDUCATION

Chefs are important champions for telling seafood's story.



CHEF DINNER

In 2023, SNP will host an educational event with Chefs in **New York City** in August. We will showcase the new innovations that are now available with seafood products, provide an update on the progress made with **sustainable and responsible** seafood, and best practices on showcasing seafood in creative ways that maximizes the eaters experience, reduces food waste, and increases ROI for foodservice establishments.

CELEBRATE SNP'S 10TH ANNIVERSARY

Join SNP in bringing
together industry leaders
to celebrate 10 great years.



SNP will host two receptions in 2023 to celebrate a **decade** of impact on the seafood industry. Each reception will feature tasting tables of a variety of seafood dishes from sponsors. Tasting table benefits start at the Silver Sponsor level. Each event will be made up of 100-150 influential leaders in the seafood industry.

BOSTON

Seafood Expo North
America Conference

Sunday, March 12th
5-7pm

SEATTLE

July 2023

JOIN THE NSC TASK FORCE

Help seafood tell its
story on a wider scale!



In April of 2021 the National Seafood Council Task Force was convened to **galvanize** and rally the seafood industry. The Task Force is a group of passionate seafood companies representing all sizes and points along the supply chain that is working together to secure federal funding for a National Seafood Council to conduct the most comprehensive **National Seafood Promotion Campaign** in our industry's history.

In September 2022 the **Seafood Marketing Act of 2022** was introduced to Congress. This bill would officially re-establish the National Seafood Council, which would administer seafood marketing campaigns that promote the health benefits and sustainability of all seafood. The bill authorizes \$25M per year for five years. The bill also broadens existing bill language to include all seafood in addition to fish and adds seaweed to the federal definition of seafood. Next steps are for the bill to go to the Senate Committee on Commerce, Science, and Transportation for a vote.

Join the NSC Task Force to help shape the formation of the National Seafood Council and the future of the national seafood promotion campaign.

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Visit our website

seafoodnutrition.org

Let's work together

Get in touch with us about
sponsorship opportunities today

