

Request for Sponsorship

School Nutrition Association of Kansas Annual Conference Event Sponsorship



Feeding Bodies. Fueling Minds.TM

Proposal Due Date EXTENDED: November 30, 2018

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School Nutrition Association of Kansas Annual Conference Education Presentations

Section 1: Purpose

The School Nutrition Association of Kansas (SNA-KS) is requesting sponsorship for conference events at the annual conference. SNA-KS is a nonprofit professional organization representing more than 500 members who provide high quality, low cost meals to students across the state of Kansas. SNA-KS is an affiliate of the School Nutrition Association (SNA), which is a national organization with more than 50,000 members. A key initiative within SNA-KS is Marketing and Partnership with vendors. Therefore, SNA-KS is requesting proposals for sponsorship for conference activities that support the mission, vision and values of SNA-KS as well as the individual theme of the conference.

Section 2: Scope of Request

SNA-KS is requesting proposals for sponsorship for conference events at the annual conference for the purpose of increasing education and supporting professional development. The overall theme of the SNA-KS conference in 2019 is “Back to the Future: Innovation in School Nutrition.” Successful sponsorship proposals will include relevant, applicable, and engaging information related to the field of School Nutrition and the conference theme of innovation.

Section 3: Submission Details

SNA-KS will receive sponsorship proposals via email, fax or mail by November 30, 2018. Submissions should include the following information:

- Company name and description
- How companies mission, vision and values align with SNA-KS
- Proposed Event(s) to Sponsor
 - Dollar Amount and/or Selected food and beverage options should be included in the proposal.

The following methods of submission are acceptable:

E-mail: Joshua.mathiasmeier@kckps.org

Fax: (913) 627-3944

Mail:

Josh Mathiasmeier, RD
President-Elect, School Nutrition Association of Kansas
2220 N 59th St.
Suite 119
Kansas City, KS 66104

Section 4: Sponsorship Opportunities and Description

Selected sponsors will have the opportunity to provide signage, marketing information, products and company representative(s) to briefly address the groups at each of the events. There can be multiple, partial sponsors of a single conference event if there is not a full sponsor. All signage, marketing information, products and representatives will be approved by the SNA-KS President and President-Elect. Additionally, the sponsor will have the company logo in the SNA-KS Conference Program and will be listed next to the conference event as the event sponsor in the SNA-KS Conference Program schedule. Final estimated attendance data will be provided to the sponsor 1 month prior to the SNA-KS Conference. Events will be held at the DoubleTree Hotel in Overland Park, KS unless otherwise specified.

1. Friday Night Dinner and Entertainment (1)
 - a. Interested SNA-KS Conference attendees will attend a dinner and entertainment session on Friday, March 29. Sponsor is responsible for coordinating with the SNA-KS President Elect in arranging the food, beverages and entertainment. Anticipated attendance is 200 SNA-KS Conference attendees.
 - i. Suggested Sponsorship Amount: \$15,000-\$20,000
2. Wellness Walk (1)
 - a. Interested SNA-KS Conference attendees will attend a Wellness Walk in the morning of Sunday, March 31. Sponsor is responsible for coordinating the route of the wellness walk with the SNA-KS Secretary. Sponsor will also be present at, and participate in, the wellness walks. Anticipated attendance is 30 SNA-KS Conference attendees.
 - i. Suggested Sponsorship Amount: \$500
3. Breakfast General Session (1)
 - a. Interested SNA-KS Conference attendees will attend a general session and breakfast on Saturday, March 30. Sponsor is responsible for coordinating with the SNA-KS President Elect in arranging food and beverages for the event. Anticipated attendance is 200 SNA-KS Conference attendees.
 - i. Suggested Sponsorship Amount: \$6,000-\$8,000
4. Breakout Sessions (8)
 - a. Interested SNA-KS Conference attendees will attend breakout sessions on Sunday, March 31. Sponsor is responsible for having a representative at the breakout session to introduce the speaker. Anticipated attendance is 50 SNA-KS Conference attendees per session.
 - i. Suggested Sponsorship Amount: \$300
5. Food Show Shuttle (1)
 - a. Interested SNA-KS Conference attendees will attend a Food Show at the KCI Expo Center on Saturday, March 30. Sponsor is responsible for coordinating with the SNA-KS President Elect in arranging shuttles to and from the KCI Expo Center. Anticipated attendance is 150 SNA-KS Conference attendees in the shuttles.
 - i. Suggested Sponsorship Amount: \$2,000
6. Dinner, Silent Auction and Awards Banquet (1)
 - a. Interested SNA-KS Conference attendees will attend a plated dinner and awards banquet on Saturday, March 30. Sponsor is responsible for coordinating with the SNA-KS President Elect in arranging food and beverages for the event. Anticipated attendance is 200 SNA-KS Conference attendees.
 - i. Suggested Sponsorship Amount: \$8,000-\$12,000

7. Continental Breakfast (1)
 - a. Interested SNA-KS Conference attendees will attend a continental breakfast on Sunday, March 31. Sponsor is responsible for coordinating with the SNA-KS President Elect in arranging food and beverages for the event. Anticipated attendance is 150 SNA-KS Conference attendees.
 - i. Suggested Sponsorship Amount: \$4,000-\$5,000
8. Closing General Session and Brunch (1)
 - a. Interested SNA-KS Conference attendees will attend a general session and brunch on Sunday, March 31. Sponsor is responsible for coordinating with the SNA-KS President Elect in arranging food and beverages for the event. Anticipated attendance is 150 SNA-KS Conference attendees.
 - i. Suggested Sponsorship Amount: \$4,000-\$6,000

Section 5: Request for Proposal Timeline

1. Request for Proposal Open: September 13, 2018
2. Request for Proposal Closed: November 30, 2018
3. Request for Proposal Awarded: January 4, 2019
4. SNA-KS Annual Conference: March 29-31, 2019

Appendix A: DoubleTree Overland Park Catering Prices