



**Georgia School
Nutrition Association**

*Building Healthy Children,
Ready to Learn*

In Georgia, the School Nutrition Association and members of Industry have one of the strongest partnerships in the nation. Not only do you provide us with the highest quality products possible to serve our customers, you stand by us as we work to enhance the integrity of the program.

We would be honored if you would consider taking your support to the next level by becoming one of our corporate sponsors this year.

As a corporate sponsor your company will be visible in the school nutrition community through inclusion of your company's name on all event programs and signage relating to the event you choose to sponsor. Your sponsorships enable GSNA to provide top-notch speakers, subsidize travel for directors presenting at meetings, offer additional education sessions and provide memorable meetings for all attendees.

There are several levels of sponsorships available for you to choose from. This sponsorship brochure lists the sponsorship opportunities available and the benefits associated.

Regardless of the one that you choose, please know that your continued support of our organization is a priceless treasure for which we are all very grateful.

Maximize
Your
VISIBILITY

With Sponsorships





GEORGIA PLATINUM SUPPORTER

(includes Exhibit Booth)

How would you like to have your company's name before Georgia School Nutrition Association's members year round plus get your Exhibit Booth? You can do this by becoming a PLATINUM SUPPORTER! Have your company's name featured on signs as a Sponsor at all of our events. The cost is only \$6,000 and includes the following benefits for the next year:

PLATINUM SPONSOR BENEFITS

- One (1) Complimentary Corporate membership for 1 year.
- One (1) Complimentary Exhibit booth at our Annual Conference with special sponsor banner.
- Complimentary Half page black and white ad in 2 issues of *Georgia Gems*.
- Complimentary Half page black and white ad in our Conference Program.
- Listed as a Supporter on signage and programs at all our events throughout the year.
- Listed in *Georgia Gems* as a Supporter with your company logo displayed.
- Listed in our monthly newsletter to our Executive Board, HOD, and Directors as a Platinum Supporter.
- Listed on GSNA's Director's "Desk Reference" as a PLATINUM supporter with company logo displayed.
- Listed on GSNA's Web Site with active link to your site with company logo displayed.

Other Sponsorship Opportunities

MEETING SPONSORSHIPS

Manager's Retreat	\$1,500
Kick Off Luncheon	\$1,000 speaker; \$1,000 luncheon
School Nutrition Assistants Program Training	\$300 (up to 4 available)
2011-12 Leadership Academy	\$1,500 (SOLD)

COST

ANNUAL CONFERENCE SPONSORSHIPS

Tote Bags	\$3,500
Friday Night Entertainment	\$3,000
General Session Speaker	\$3,000 (two available)
Name Badge Lanyards with Pouch	\$2,500
School Level Section Workshop	\$600
System Level Section Workshop	\$600
Tote Bag Premium (limited to 3 companies)	\$600 each item inserted
Past Presidents' Luncheon	\$500
Education Sessions	\$300 per session (10 available)
Gold Sponsor	\$2,500
Silver Sponsor	\$1,500
Bronze Sponsor	\$500

MEETINGS & EVENTS

National School Lunch Week Kickoff Luncheon - The annual kickoff event for National School Lunch Week in Georgia. The luncheon includes a seminar, presentations, and lunch. The annual attendance is approximately 300-400 food service professionals and school administrators.

Managers' Retreat - Georgia School Nutrition Foundation project that provides professional development just for managers. This training session is held as a "retreat" over two days. Work simplification, management and marketing are some of the topics that are presented. Attendance is approximately 70 Managers.

School Nutrition Assistants' Program (SNAP) - A must for food assistants. This one day training session is planned to fit the needs of school nutrition employees that actually work "in" the kitchen.

Leadership Academy - The purpose of the Leadership Academy is to train GSNA members who show leadership potential to take on additional leadership roles and responsibilities within GSNA, at the local, district, and, eventually, the state level. In addition, the skills learned may be applied to leadership positions in the member's employment and community.

ANNUAL CONFERENCE

Conference Tote Bags - Have your company name/logo on the most coveted conference favor. Every attendee receives a tote bag that they carry throughout the three day event. The conference tote bag is a collectable and attendees will use it for years to come.

Badge Holder/ Lanyards - Have your company name and logo imprinted on these highly visible items that are worn by more than 800 conferences attendees during the conference and collected as souvenirs.

General Session Speaker - Keynote speaker sponsors have the honor of welcoming attendees and introducing the speaker. Your company name and logo will appear on signage and in the conference program as a General Session sponsor.

Friday Night Entertainment - Celebrate school nutrition by providing attendees with a way to relax and let their hair down with a night of entertainment. As the sponsor you will be able to be the master/mistress of ceremonies for the night of entertainment.

Conference Tote Bag Premium - This affordable opportunity enables you to showcase your company brand by providing one premium or collateral items (NO PRODUCT) to be included in every conference tote bag. (First come, first-served, GSNA must approve item.)

System/School Level Workshops - The system level workshop is a workshop that is designed for system level section (school nutrition director/supervisor and coordinator.) The school level workshop is designed for the school level (managers and assistants) employees. Workshop sponsors have the honor of introducing the speaker and sharing information about your company with the workshop attendees. Your company name and logo will appear on signage and in the conference program as a workshop sponsor.

Education Sessions - Your company will be able to provide a GSNA approved speaker/topic and information about your company to workshop attendees. Your company name and logo will appear on signage and in the conference program as a session sponsor.

Past President's Luncheon - The Past President's luncheon unites the GSNA past presidents and is our way of honoring and thanking them for their contributions to the Association. The luncheon is held every year at the annual conference. The past presidents meet as a group and discuss important issues in school nutrition. Your company name and logo will appear on signage and in the conference program as a luncheon sponsor.





2372 Main Street
Tucker, GA 30084

Sponsorship Benefits

All Sponsorships include:

- Sponsor listing in program of sponsored event
- Sponsor listing in the *Georgia Gems* magazine and the Web page
- Sponsor listing on signs at event

Platinum Supporter

- One (1) Complimentary Corporate membership for 1 year.
- One (1) Complimentary Exhibit booth at our Annual Conference with special sponsor banner.
- Complimentary Half page black and white ad in 2 issues of *Georgia Gems*.
- Complimentary Half page black and white ad in our Conference Program.
- Listed as a Supporter on signage and programs at all our events throughout the year.
- Listed in *Georgia Gems* as a Supporter with your company logo displayed.
- Listed in our monthly newsletter to our Executive Board, HOD, and Directors as a Platinum Supporter.
- Listed on GSNA's Director's "Desk Reference" as a PLATINUM supporter with company logo displayed.
- Listed on GSNA's Web Site with active link to your site with company logo displayed.

\$6,000

Annual Conference Sponsorship Benefits will also include:

General Session Speaker Sponsors

- Company representative will have the honor of introducing the speaker
- Recognition sign/ribbon in exhibit booth
- Company logo displayed on the GSNA Web page as a Conference General Session sponsor

\$3,000

Gold Sponsors

- Fourth page black and white program ad
- Verbal recognition at a conference General Session
- Recognition sign/ribbon in exhibit booth
- Company logo displayed on the GSNA Web page as a Conference Gold sponsor

\$2,500

Silver Sponsors

- Business card size black and white program ad
- Recognition sign/ribbon in exhibit booth
- Company logo displayed on the GSNA Web page as a Conference Silver sponsor

\$1,500

Bronze Sponsors

- Recognition sign/ribbon in exhibit booth
- Company logo displayed on the GSNA Web page as a Conference Bronze sponsor

\$ 500



NEW SPONSORSHIPS 2011-2012

“Let’s Move” Health & Wellness Fair and Fitness Event

Attendees will get moving with cardio and other exercises led by fitness experts. Health and Wellness stations, literature and other information will be available. These events will be open to students and adults. For more information on this event call President Malcolm Quillen at 678-875-3428.

Let’s Move Health and Wellness Fair \$3,000 Sponsorship

Gwinnett County, October 2011
featuring Donna Richardson Joyner
Member, Presidential Council on Fitness



Donna Richardson Joyner’s purpose and passion has been to educate, empower, and energize children, women, and families about living a healthy lifestyle. She has the #1 inspirational fitness video in America, “Sweating in the Spirit” followed by “Body Gospel,” which released in April 2010. She has starred in more than

25 award winning videos including the best selling “Buns of Steel,” videos for ESPN and Nike. Donna was appointed to the Presidential Council on Fitness, Sports, and Nutrition under President Obama and President George Bush. Donna was recently appointed to the National Advisory Board of the Robert Wood Johnson Foundation Center to Prevent Childhood Obesity. She will serve as a spokesperson to champion the cause to Reverse Childhood Obesity Epidemic by 2015.

Let’s Move Fitness Event \$2,000 Sponsorship

DeKalb County, November 2011
featuring Lee Haney



As the unprecedented winner of eight consecutive Mr. Olympia titles, besting Arnold Schwarzenegger's seven-file record, Lee is an icon in the fitness industry.

Now retired from his historic body building career, Lee’s focus has turned to educating others. Within the sports and fitness arena, Lee is revered among his peers for his comprehensive personal training techniques as well as his contributions to the integrity of exercise in general. Professional athletes and coaches look to Lee for goal-specific sports training and nutrition programs during the off-season and for injury rehabilitation.

Lee’s respected position within his field have provided him with a lengthy list of awards and recognition including Proclamations from three cities and distinguished acknowledgments from the President's Council on Physical Fitness, The U.S. Sports Academy and the International Federation of Body Building.

Director’s Roundtable Blog Sponsorships - \$50.00 per week – 35 Available

Each week during the 2011-12 school year a Georgia School Nutrition Director will be writing a blog/article that will be posted on the GSNA Blog Site, GSNA Website, GSNA Facebook Page. Industry partners can participate with these directors by sponsoring a blog for a week. Along with sponsoring a blog you will be allowed to promote a product you deem as being a healthy product produced by your company such as equipment utilized to prepare healthy products. You will be told what week during the school year you will be the featured blog sponsor. The fee for this promotion support will be only \$50.00 per week. There will be a limited number of sponsorships available. Blog will appear: as its own site; GSNA Facebook page; GSNA Website; emailed to all directors on school nutrition network; and a set of prizes will be given out in your name.



NEW SPONSORSHIPS 2011-2012

Leadership Reception at GSNA Annual Conference - \$3,000 Sponsorship

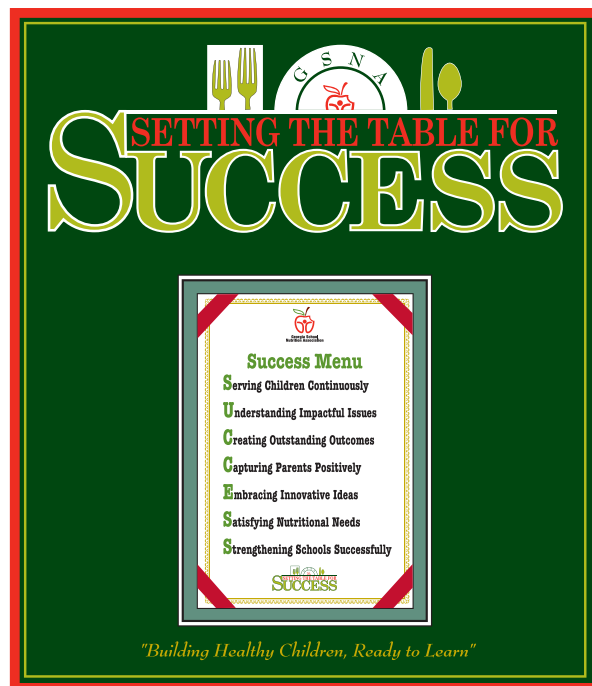
- Attendees will be the GSNA Executive Board, Local Presidents & School Nutrition Directors
- Friday Evening, April 13th

DVD of GSNA 2012 Annual Conference - Athens, GA - \$3,500 Sponsorship

- Sponsor Company will be listed on back of DVD packaging
- DVD to be given to all GSNA conference attendees

Georgia School Nutrition Success Menu Booklet - \$2,000 Sponsorship

- Success Menus that speak to what we do as an Association to be Successful
- GSNA Success Menu
- District Success Menu
- Local Chapter Success Menu
- Industry Advisory Board Success Menu



2011-2012 GSNA SPONSORSHIP FORM

Yes, I want to become a GSNA sponsor!

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ - _____ Fax (_____) _____ - _____

E-mail _____

Check or Money Order

Mastercard

Visa

Total Amount Enclosed \$ _____

Credit card number: _____ Expiration date: ____/____/____

Signature: _____ Credit Card Security Code _____

Please enclose check/credit card information for total amount and send to:

GSNA Sponsorships, 2372 Main St., Tucker, GA 30084 Phone: 770-934-8890 Fax: 770-934-8917

Total payment for all events must be received at least 15 days prior to event. Sponsorships will be awarded to the first company that returns form with full payment. Questions? Please contact Patrice at patrice@georgiaschoolnutrition.com or by phone.

*2011-2012 Sponsorship Opportunities (Please check all that apply.)

<p>PLATINUM SUPPORTER</p> <p><input type="checkbox"/> Platinum Supporter \$6,000 Includes Corporate Membership one Exhibit Booth and much more!</p> <hr/> <p>NSLW KICK OFF LUNCHEON</p> <p><input type="checkbox"/> Luncheon Sponsor \$1,000 <input type="checkbox"/> Seminar Speaker \$1,000</p> <hr/> <p>MANAGERS' RETREAT</p> <p><input type="checkbox"/> Manager's Retreat Training \$1,500</p> <hr/> <p>SCHOOL NUTRITION ASSISTANTS' PROGRAM</p> <p><input type="checkbox"/> Program Training Sessions (up to 4 available) \$300</p> <hr/> <p>LEADERSHIP ACADEMY TRAINING</p> <p><input type="checkbox"/> Leadership Academy Training (SOLD) \$1,500</p> <hr/> <p>NEW SPONSORSHIPS</p> <p><input type="checkbox"/> Let's Move Health & Wellness Fair \$3,000 <input type="checkbox"/> Let's Move Fitness Event \$2,000 <input type="checkbox"/> Director's Roundtable Blog \$50 per week <input type="checkbox"/> Leadership Reception, Annual Conference \$3,000 <input type="checkbox"/> DVD of GSNA 2012 Annual Conference \$3,500 <input type="checkbox"/> GSNA Success Menu Booklet \$2,000</p>	<p>ANNUAL CONFERENCE</p> <p><input type="checkbox"/> Conference Tote Bags \$3,500 <input type="checkbox"/> Badge Holder/Lanyards with pouch \$2,500 <input type="checkbox"/> General Session Speaker (two available) \$3,000 <input type="checkbox"/> Friday Night Entertainment \$3,000 <input type="checkbox"/> Conference Tote Bag Premium \$600 each item inserted <input type="checkbox"/> System Level Section Workshop \$600 <input type="checkbox"/> School Level Section Workshop \$600 <input type="checkbox"/> Education Sessions \$300 per session <input type="checkbox"/> Past Presidents' Luncheon \$500 <input type="checkbox"/> Gold Sponsorship \$2,500 <input type="checkbox"/> Silver Sponsorship \$1,500 <input type="checkbox"/> Bronze Sponsorship \$500</p>
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*Most sponsorships can be shared between individual companies, with the exceptions of
Platinum supporter, Gold, Silver and Bronze sponsorships.

Contact GSNA: Phone: 770-934-8890 Fax: 770-934-8917

Web: www.georgiaschoolnutrition.com