



2022 Equipment Grant Donor's Benefits

Benefits

New this year:

- SNF will create a new survey on the state of equipment needs in school nutrition programs and send to recipients of SNF scholarships and grants from the past 4 years, totaling more than 600 SNA members. Timing - Fall, 2021.
 - a. **EG donors will receive proprietary rights** to survey results for three (3) months until which time the results will be made available to the public.
 - b. Donors can add 2-3 questions to the survey.
 - c. Survey recipients will consist of all levels of SNA membership, i.e. directors, managers, employee and from small, medium and large districts; rural, suburban and urban.

- Donors receive copies of all equipment grant applications and videos of top 16 finalists. (2021 EG produced more than 500 applications detailing the state of equipment needs in their school districts across the country).
- SNA Priority Points will be provided based on the value of the equipment donated. To determine the number of priority points your company would receive, please see below:

<u>SNA Advertising, Sponsorship & SNF Donations</u>	<u>Point Value</u>
\$0 - \$2,999	1 point
\$3,000 - \$9,999	2 points
\$10,000 - \$49,999	3 points
\$50,000 - \$99,999	4 points
\$100,000 - \$149,999	5 points
\$150,000 - \$199,999	6 points
\$200,000 - \$299,999	7 points
\$300,000 - \$399,999	8 points
\$400,000 - \$499,999	9 points
\$500,000+	10 points

- Promotion on SNF's website and through all SNF's social media channels, i.e. Facebook, Twitter, Instagram, blogs, etc.; eblasts to all director level members, the operators with the most influence.
- SNA-issued press releases announcing winners and donors.
- Promotion in all of SNA's print and digital publications, including SN Magazine, Foundation Focus newsletter, SNAC Bites, Industry Insider, etc.
- Recognition at SNA's 2022 Annual National Conference in Orlando will include signage at the SNF Booth and at your Exhibit Floor Booth where SNF will provide you with signage about the SNF Equipment Grants opportunity.
- Materials for your sales force to promote the SNF Equipment Grants to your customers and let them know how you are supporting SNF; and
- The opportunity to present the grant to the winning school and director in person.