

2021 TASN Annual Conference

Together

Towards

Tomorrow



Sponsorship Opportunities

2021 Conference Sponsorship Opportunities



Power Bank: \$7,000 (Sole Sponsor)

Use this *powerful* promotional opportunity that's conveniently portable and easy-to-use. This charging device will keep attendees charged up while on the go.

Plus **DIAMOND LEVEL BENEFITS**

G/S Speaker Sponsor: \$5,000 (Sole sponsor)

With this highly anticipated and attended event, you are sure to get a Return On Investment. Market your company by branding the general session with your company's logo on screen, present a three-minute company video, hand out a TASN approved promotional item, and introduce the G/S Speaker, Lyndy Phillips.

Plus **GOLD LEVEL BENEFITS**

Tote Bag: \$6,500 (Sole sponsor)

Increase your company's Return On Investment by placing your company logo on this tote bag. Given and carried by each attendee, seen by all, and taken home for continuous company exposure.

Plus **GOLD LEVEL BENEFITS**



2021 Conference Sponsorship Opportunities

Conference App: \$6,000 (Sole Sponsor)



TASN's conference app allows attendees to:

- Navigate the conference
- Receive event alerts
- **NEW: Create personalized agendas**
- **NEW: Access an interactive exhibit floor plan**

Your company will have an opportunity to reach attendees with exclusive advertising in the mobile app displayed on attendee's personal device.

Plus GOLD LEVEL BENEFITS

Refrigeration or Freezer Truck Sponsor: Co-Sponsor - \$2,500 Sole Sponsor - \$5,000



Promote your company and provide an essential for a successful food show.

- **Co-sponsor Plus SILVER LEVEL BENEFITS**
- **Sole Sponsor Plus GOLD LEVEL BENEFITS**

Name Badge Pouch: \$4,000 (Sole sponsor)

Market your company by having every attendee wear your company's logo throughout the conference. This sponsorship offers 3 days of high visibility company exposure.

Plus GOLD LEVEL BENEFITS



2021 Conference Sponsorship Opportunities



Key Cards: \$2,800 (Sole Sponsor)

Capitalize on your investment by placing your company's logo on this key card. Be the first and last company that our attendees see.

Plus **SILVER LEVEL BENEFITS**

Breakfast To-Go: \$1,200 ea. (8) opportunities

Be recognized at the start of the day as our attendees grab a company sponsored breakfast item. *Monday*

Item: Beverage _____ Food _____

Item: Beverage _____ Food _____

Tuesday

Item: Beverage _____ Food _____

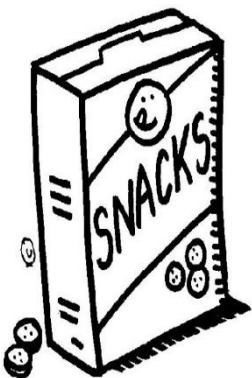
Item: Beverage _____ Food _____



Plus **SILVER LEVEL BENEFITS**

Pack-A-Snack: \$1,800 ea. (2) Opportunities

Supply a company sponsored snack bag with 3-4 items to include; pre-packaged food, beverage, and company approved sponsor item/s. *Don't forget to include your business card!*
Select Day: Sunday (P.M.) or Monday (P.M.)



Plus **SILVER LEVEL BENEFITS**

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T-Shirt:

Co-sponsor - \$4,000

Sole Sponsor - \$8,000

Associate your company's logo with the official 2021 TASN Conference t-shirt given to all early bird attendees.

- Co-sponsor Plus **GOLD LEVEL BENEFITS**
- Sole Sponsor Plus **DIAMOND LEVEL BENEFITS**



Escalator Runner (side & center panel): \$4,000 ea. (2) opportunities

See, and be seen by showcasing your logo to attendees as they ascend and descend to attend meetings, learning session, general sessions, and exhibits.

Plus GOLD LEVEL BENEFITS

Directional Floor Clings: \$999 (Sole Sponsor)

Lead the way to exhibits with six directional floor clings, placed in the convention center lobby, that will include your company's logo and booth number.

Plus BRONZE LEVEL BENEFITS



2021 Conference Sponsorship Opportunities

Face Mask: \$5,500 (Sole sponsor)

With hygiene and appropriate social distancing a top priority, your company can help our attendees stay safe by providing custom face masks to be worn throughout conference.

Plus **GOLD LEVEL BENEFITS**

Phone Pop Stand: \$3,500 (Sole sponsor)

Feature your company's logo while providing; comfort, convenience, and ease for attendees to watch videos, text, and much more. Your company logo will be seen throughout and after conference.

Plus **SILVER LEVEL BENEFITS**

Fitness Towel Sponsor - \$3,000 ea. (2) opportunities

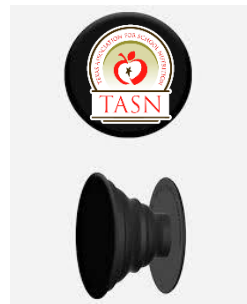
Enhance the attendees' workout experience by providing these essential, company logo sponsored fitness towels.

Plus **SILVER LEVEL BENEFITS**

Banner Pen: \$1,400 (Sole Sponsor)

This pen is sure to grab the attention of those taking notes during the learning sessions, or to jot down information when on the go. Customize this pen with your company information.

Plus **SILVER LEVEL BENEFITS**



2021 Conference Sponsorship Opportunities



USB Flash Drives: \$4,000 (Sole Sponsor)

Put a new spin on how TASN attendees receive, retrieve, and retains information while featuring your company's logo. 100 mb of your company's information can be stored on this device given to all attendees.



Plus **GOLD LEVEL BENEFITS**

Flash Drive Data Space: \$900 ea. (4) opportunities

Ensure your marketing information is readily available after conference for all attendees. Share information up to 25 mb of your marketing; uploaded to each USB flash drive. All information subject to approval and must be submitted to TASN by April 15, 2021.

Plus **BRONZE LEVEL BENEFITS**

Social Media Platform \$900 ea. (3) opportunities

TASN's FB and Instagram is seen by many and is a popular outlet for marketing and has a positive rate of return. Record a two-minute video and let us share to our page. (Must be approved by TASN)

Plus **BRONZE LEVEL BENEFITS**





2021 Conference Sponsorship Opportunities

General Sponsorship (Monetary Only)

General sponsorships are a perfect way to increase your market share, reach, and grow revenue while at the same time demonstrating support of TASN and your commitment to the K-12 child nutrition mission. Benefit levels apply.

Diamond Level Benefits apply for \$7,000+

Gold Level Benefits apply for \$4,000 - \$6,999

Silver Level Benefits apply for \$1,000 - \$3,999

Bronze Level Benefits apply for \$500 - \$999

BECOME A SPONSOR
AND GET YOUR BUSINESS NOTICED



2021 Conference Sponsorship Benefits

	Diamond	Gold	Silver	Bronze
Recognition and Marketing Benefits at show				
Sponsor recognition signage at exhibit booth	X	X	X	X
Sponsor recognition ribbons for company representatives	X	X	X	X
Pre-conference digital attendee list (includes email address)	X	X	X	X
Company name/logo sponsor recognition in TASNews quarterly magazine (one issue)	logo	logo	Name only	Name only
Company name/logo recognition on exhibit hall entrance	logo	logo	Name only	Name only
Company name/logo recognition on main signage in registration area	logo	logo	Name only	Name only
Company name/logo recognition in the official conference guide	logo	logo	Name only	Name only
Company name/logo on TASN conference website page (May 1 - June 31)	logo	logo	Name only	
Marketing insertion piece in the official conference tote	Full page	1/2	1/4	
Full color advertisement in the official conference guide	1/2	1/4		
Sponsor logo and recognition on TASN Facebook Cover for (1) month	X			
Special booth selection, limited to (1) 10'x10' exhibit space for next year (following the Industry Committee)	X			