Greetings:

SNA-WI will once again offer Industry membership packages. We will continue with having the Gold, Silver, and Industry Membership levels. This structure continues to recognize the differences between each category of support and allows for more distinction for our members.

The packages include the annual membership dues along with many forms of advertising and recognition. This helps to minimize the number of times each year the organization comes to industry for support while maximizing the amount of exposure for industry.

Please review the enclosed informational sheet with more details on each of the packages including specifics of the Spring and Fall Conference involvement.

The Industry Advisory Committee, and the Executive Board truly hope that you will consider supporting SNA-WI at the Gold, Silver, or Industry level. If you have any questions, please contact the SNA-WI office at 920-560-5630 or email sna-wi@badgerbay.co for more information.

Sincerely,

Michael Gasper
2020-2021 President
Industry Member Packages

GOLD Industry Members - $1,700
- Participation in SNA-WI events
  - Fall Conference - Table Top (no food - just display)
  - State Annual Conference (June) - Standard Booth
  - Spring Engagement Activity - Free participation for 1 individual
- Full page color ad in Online Newsletter with direct link to preferred website or contact - School Tray Today (3 publications/year)
- Link to company website on header of SNA-WI online member directory
- Invitations to participate in SNA Industry Focus Groups
- Products on Parade for Summer Conference
- Special app recognition with logos featured and link to company website during all SNA-WI events (when app is available)
- Opportunity to provide news and company updates on the SNA-WI website
- Company listing in SNA-WI featured online member directory
- Access to SNA-WI Membership Directory on SNA-WI website
- Featured on SNA-WI's Facebook page for new products/ideas (one posting per year)
- Featured participation in Incentive Game at Annual Conference Industry Show

SILVER Industry Members - $1,400
- Participation in SNA-WI events
  - Fall Conference - Table Top (no food - just display)
  - State Annual Conference (June) - Standard Booth
  - Spring Engagement Activity - Free participation for 1 individual
- Half page color ad in Online Newsletter with direct link to preferred website or contact - School Tray Today (3 publications/year)
- Company listing in SNA-WI featured online member directory
- Access to SNA-WI Membership Directory on SNA-WI website
- Featured participation in Incentive Game at Annual Conference Industry Show

INDUSTRY Members - $400
- Company listing in SNA-WI featured online member directory
- Access to SNA-WI Membership Directory on SNA-WI website
- Reduced SNA-WI event rates for tabletop and booth displays

*Please note: INDUSTRY Members that are brokers can extend clients a $150 discount off of Gold or Silver Membership package prices if their broker is already a member. SNA-WI office will send brokers a promo-code to share with clients.

More information is located on the SNA-WI website regarding additional advertising opportunities.
### Main Contact Information: *(For Directory)*
- **Name & Title:** __________________________
- **Company:** ____________________________
- **Company Type:** ________________________
- **Current Membership Level:** ______________

### Direct Mailing Address *(if different from Company Info)*
- **Address:** ____________________________
- **City/State/Zip:** ________________________
- **Direct Phone:** _________________________
- **Email:** ______________________________

With membership, you can provide additional names for inclusion of electronic information and access to members only information throughout the year:
- **Name & Title:** _________________________
- **Email:** ______________________________

### REGULAR MEMBERSHIP
- **GOLD Sponsor Package**: $1,700
- **SILVER Sponsor Package**: $1,400
- **INDUSTRY Member**: $400

With additional exposure through advertising:
- Add advertising in the Newsletter (all 3 issues): quarter pg ($242), half pg ($457) or a full pg ($847)
- Add website listing ($200)
- Add contact listing in the Director Supervisor Directory ($100)

### BROKER MEMBERS AND BROKER CLIENTS
Broker members must apply for INDUSTRY membership for which they will receive the opportunity to extend the $150 discounts to their clients. If additional exposure is desired through advertising, please mark those items above.

- **BROKER Members**
  - Please list the names of the clients you represent: _______________________________________________________________

- **BROKER Member Clients**
  - If your Broker is a member, enter their name below and DEDUCT $150 from Gold, Silver, or Industry membership package above.
    - **Broker:** __________________________________________________________

### PAYMENT
- **Check #** ______________
- **Credit Card:**
  - **VISA**
  - **MASTERCARD**
  - **DISCOVER**
  - **AMERICAN EXPRESS**
- **Card Number:** ____________________________
- **Exp. Date:** ____________
- **Security Code:** ___________
- **Address on Billing Statement:** ____________________________________________________________________________________
- **Name on Card:** ________________________________________
- **Signature:** ____________________________________________

School Nutrition Association of Wisconsin (SNA-WI)
563 Carter Court, Suite B | Kimberly, WI 54136 | Fax: 920-882-3655 | sna-wi@badgerbay.co

I understand that I will not be a voting member of the School Nutrition Association of Wisconsin (SNA-WI), but I will receive all SNA-WI mailings, including three issues of the Newsletter. I will support child feeding programs in Wisconsin and give the association assistance and encouragement whenever possible. Membership is on an annual basis.

**Signed:** ____________________________
**Date:** ____________________________
2020-2021 SNA-WI Newsletter Advertising Order Form

We strive to limit advertising to a maximum of 40% of the newsletter and ads will be accepted on a first-come, first served basis. All ads are due per the specific schedule below. Previous ads will be repeated per contract when no new copy is received by the deadline. Advertising is subject to the approval of the Editor and/or SNA-WI Executive Board. SNA-WI does not provide pre-publication proofs. If an issue is closed before your order is received, you will be contacted regarding space availability in other issues. SNA-WI requires payment in full for the year to run your ad.

Please note: Advertising rates listed below are net (agency commissions are not included in these rates).

Advertising Formats
Whenever possible, please submit advertisements electronically to sna-wi@badgerbay.co. Ads must be provided as: (1) pdf files, (2) eps files, (3) tif (or.tif) files. Ad sizes include: Full page - 8 1/2 x 11", 1/2 Page - 8 1/2" x 5 1/2" and 1/4 Page - 3 1/2" x 4 3/4".

2020-2021 SNA-Wisconsin Advertising Contract
Please fill in the following information and submit this form with your Industry membership application.

<table>
<thead>
<tr>
<th>Company</th>
<th>Advertising Agency (different than company contact)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person: ___________________________</td>
<td>Contact Person: ___________________________</td>
</tr>
<tr>
<td>Address: ___________________________</td>
<td>Address: ___________________________</td>
</tr>
<tr>
<td>City/State/Zip: ___________________________</td>
<td>City/State/Zip: ___________________________</td>
</tr>
<tr>
<td>Phone: __________________ Fax: __________________</td>
<td>Phone: __________________ Fax: __________________</td>
</tr>
<tr>
<td>Email: __________________</td>
<td>Email: __________________</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2020</td>
<td>Full Page - $300</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>Full Page - $300</td>
</tr>
<tr>
<td>Spring 2021</td>
<td>Full Page - $300</td>
</tr>
<tr>
<td></td>
<td>1/2 Page - $165</td>
</tr>
<tr>
<td></td>
<td>1/4 Page - $95</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Enclosed: $ _______</td>
</tr>
<tr>
<td>Credit Card: VISA</td>
</tr>
<tr>
<td>Card Number: __________________</td>
</tr>
<tr>
<td>Address on Billing Statement: __________________</td>
</tr>
<tr>
<td>Name on Card: __________________</td>
</tr>
</tbody>
</table>

Mail to: SNA-WI | 563 Carter Court, Suite B | Kimberly, WI 54136
Fax: 920-882-3655 | Email: sna-wi@badgerbay.co