

2027 TASN Partnership, Sponsorship & Advertising Opportunities



**Empower, support, and advance the school
nutrition community.**

CHOOSE THE OPPORTUNITY THAT FITS YOUR GOALS

Partner with TASN

Build connections with the Texas school nutrition community through the moments and channels that fit your goals. TASN offers year-round partnerships, individual event sponsorships, and digital advertising so you can choose where your organization shows up.

Find the Right Opportunity

Your goal	Consider	What it offers
Build a year-round presence	Annual partnership	A coordinated set of benefits across TASN programs and channels. Details follow on the next pages.
Be part of an event experience	Individual event sponsorship	Recognition tied to a specific conference, activity or attendee touchpoint.
Share a message between events	Digital advertising	Email, TASNews and website placements with defined terms and deliverables.

Choose one opportunity or combine several. Annual partnerships, individual event sponsorships and digital advertising may be purchased independently.

Note: Event sponsorship purchases do not automatically include annual partner status, year-round benefits, exhibit space or flex credits.

YEAR-ROUND RECOGNITION

Annual Partnerships

Annual sponsorship gives you a year-round presence with TASN through ongoing recognition, communication opportunities, and flexible sponsorship benefits. Compare the benefits on the next page.

Annual Partner	Annual Investment	Flex Credit
Premier	\$15,000+	\$5,000
Leadership	\$10,000-\$14,999	\$3,500
Impact	\$6,000-\$9,999	\$2,000
Supporting	\$3,000-\$5,999	\$750

How Flex Credits Work

Partnership term: Nov. 1, 2026-Dec. 31, 2027.

Apply your credit toward eligible individual event sponsorships and digital advertising. Credits may be combined with additional payment, subject to availability and TASN approval.

Credits have no cash value, are nontransferable, and do not roll over. Unused credits expire Dec. 31, 2027.

Exhibit booths, lead retrieval, coffee breaks, snack breaks, Board of Directors dinners, and other designated cost-offset sponsorship opportunities are excluded.

Exhibit booths are purchased separately. Annual partner recognition is separate from paid advertising.

ANNUAL PARTNERSHIP BENEFITS

Compare Annual Benefits

Annual benefit	Premier	Leadership	Impact	Supporting
Website recognition	Featured logo	Logo	Logo	Name
Industry Partner Directory	Included	Included	Included	Included
TASNews partner recognition	4 per term	2 per term	1 per term	1 per term
Social media partner recognition	4 per term	2 per term	1 per term	1 per term
Annual partner spotlight email *	1 per term	-	-	-
Partner appreciation acknowledgment	Included	Included	Included	Included
Annual Conference recognition	Logo	Logo	Name	Name
Partnership recognition badge	Included	Included	Included	Included
Flex credit	\$5,000	\$3,500	\$2,000	\$750

- One dedicated annual partner recognition feature included in a scheduled TASN communication.

ANNUAL PARTNERSHIP BENEFITS

Additional Year-Round Sponsorship Opportunities

Note: Partner recognition may appear alongside other annual partners. Dedicated advertising placements are sold separately or may be reserved using eligible flex credits.

Exhibit booths, lead retrieval, homepage banner advertisements and marketing inserts are not included in annual partnership packages.

Board of Directors Dinner Sponsor | \$3,500 Per Dinner

Three exclusive opportunities annually. Support TASN leadership with exclusive recognition for one designated dinner, company logo on designated dinner signage or materials, acknowledgment in applicable TASN communications, and the opportunity to provide an approved branded item.

Each dinner is sold separately. Attendance is not included. Flex credits cannot be applied to this sponsorship.



INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES

Choose Your Event Experience

Connect your organization with attendees through event experiences, activities and branded opportunities. Each sponsorship is sold individually, subject to availability and TASN approval.

Explore the events below. Detailed sponsorship opportunities, pricing and benefits follow on the next pages.



TASN Annual Conference **June 26-29, 2027 | San Antonio**

Put your brand in front of school nutrition professionals who influence purchasing and programs across Texas. Sponsor the experiences that bring them together to learn, discover solutions and connect.



Partnership Collaboration Summit **Jan. 31–Feb. 3, 2027 | Rockwall**

Build relationships with school nutrition directors and supervisors in a smaller, focused setting. Position your organization as a valued industry partner through shared learning and meaningful conversations.

Legislative Action Conference **March 7–9, 2027 | Washington, D.C.**

Show your commitment to the future of school nutrition as Texas leaders bring their priorities to Washington. Dinner and materials sponsorships support their participation and demonstrate your investment in the students and communities they serve.

Individual event sponsorships do not automatically include annual partnership status, year-round benefits, exhibit space or flex credits.

INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES

Annual Conference



June 26-29, 2027 | San Antonio Our Mission. Our Mosaic.

The TASN Annual Conference brings together approximately 1,200 school nutrition professionals from across Texas for education, networking, and industry engagement. Sponsorship offers your organization the opportunity to increase visibility, strengthen relationships, and connect with professionals who influence purchasing decisions, programs, and operations in their districts. In 2026, nearly one in four registered attendees were first-time participants, including 50 directors and supervisors.

Included with event sponsorships

Recognition as an official sponsor of your selected activity, with applicable event website, mobile app, signage and collective post-event acknowledgment. Exclusive benefits are listed with each opportunity.

Explore featured sponsorships and additional placements on the next few pages.

Event sponsorships of \$5,000 or more include the opportunity to provide one pre-approved marketing insert for distribution at the sponsored event. TASN will coordinate approval, submission, and distribution requirements.

Individual event sponsorships do not automatically include annual partnership status, year-round benefits, exhibit space or flex credits.

ANNUAL CONFERENCE

Featured Sponsorships



Official Conference T-shirt | \$13,000

Showcase your organization with exclusive logo branding on the official conference T-shirt, a highly anticipated member favorite that saw 1,036 shirts distributed at the 2026 Annual Conference. Worn throughout the event and beyond the exhibit hall, the conference T-shirt delivers repeated brand visibility and connects your organization with a memorable, well-loved attendee experience.

General Session Sponsor | \$12,000

Gain prominent visibility with a captive conference audience during one of the event's most high-profile sessions. This opportunity includes a two-minute on-stage presence, dedicated signage, on-screen recognition, and the ability to place one pre-approved promotional item at each table for added brand exposure.

Welcome Sponsor | \$11,000

Make a memorable first impression by welcoming attendees as they begin their conference experience. This opportunity positions your organization as a supportive partner from the start, creating an early connection with school nutrition professionals and offering the option to provide a pre-approved branded item or gift to enhance the welcome experience.

Official Conference Tote Bag Sponsor | \$9,000

Put your organization in attendees' hands from the moment they arrive. As the official conference tote bag partner, your logo will be prominently displayed on the tote bag distributed at registration, ensuring consistent visibility across the venue and extending your brand presence throughout the conference experience.

ANNUAL CONFERENCE

Featured Sponsorships (Continued)



Member Lounge Sponsor | \$8,500

Give attendees a place to relax and recharge while providing considerable exposure for your brand. The lounge will be branded as the Member Lounge with prominent sponsor signage.

Learning Notebook Sponsor | \$8,000

Put your brand directly in attendees' hands. As the official conference learning partner, your organization will be featured in a practical resource used throughout the event as attendees take notes, capture ideas, and document key takeaways to bring back to their districts and teams.

Conference App Presenting Sponsorship | \$7,500

Feature your brand prominently on the official conference app's splash page as attendees access schedules, sessions, exhibitors, updates, and event information throughout the conference. This exclusive opportunity also includes a dedicated push notification, providing your organization with an additional high-visibility touchpoint with attendees during the event.

Attendee Lanyard Sponsor | \$7,000

Make your organization part of one of the first and most important attendee touchpoints: conference check-in. Branded lanyards keep your logo front and center throughout the event as attendees wear their badges at sessions, exhibits, and networking activities.

ANNUAL CONFERENCE

Attendee Experiences



First-time Attendee Support Sponsor | \$6,000

Make a meaningful first impression on attendees experiencing the TASN Annual Conference for the first time. This opportunity positions your organization as a welcoming partner while helping new attendees feel connected, informed, and excited to engage with the TASN community by providing a pre-approved, company-branded welcome gift.

Industry Evening Event Entertainment Sponsor | \$5,000

Associate your brand with one of the conference's most social and memorable networking experiences. Sponsoring the entertainment creates strong visibility while helping bring attendees and industry partners together in a relaxed setting.

Snack Break Sponsor | \$5,000 (Two Opportunities Available)

Support a designated snack break where attendees can refuel and reconnect. Includes sponsor signage at the snack service area, event app recognition and applicable event sponsor recognition. Each break is sold separately. TASN determines menus, service quantities and logistics.

Photo Booth Sponsor | \$4,000 (Two Opportunities Available)

Connect your brand with a fun and memorable attendee experience that encourages interaction and sharing. Branded photo booth visibility helps create positive association with your organization while extending engagement beyond the exhibit floor.

ANNUAL CONFERENCE

Attendee Experiences (Continued)



Coffee Break Sponsor | \$3,750 (Two Opportunities Available)

Support a designated coffee break where attendees recharge and connect. Includes sponsor signage at the coffee service area, event app recognition and applicable event sponsor recognition. Each coffee break is sold separately.

Wellness Sponsor | \$3,500

Align your brand with energy, wellness, and community as the exclusive sponsor of the conference wellness initiative.

Refrigeration/Freezer Truck Sponsor | \$3,000/ea. or In-Kind

Refrigeration is a must when hosting a food show. Market yourself by providing a very important piece of the show – a freezer or refrigerated truck on site at conference.

Product Discovery & Feedback | \$2,500 (Three Available)

Engage attendees through an interactive exhibit hall activity that encourages product exploration and real-time feedback. This experience offers a more dynamic way to connect attendees with the products while gathering valuable insights.

Charging Kiosk | \$2,250

Keep attendees powered up and connected throughout the event while placing your brand at a practical, high-traffic touchpoint.

Hanging Banner | \$2,000 (Two Available)

Capture attention with overhead branding in a busy conference area. This highly visible placement keeps your organization in sight as attendees move throughout the event.

ANNUAL CONFERENCE

Branding Opportunities (Continued)



Conference App Rotating Banner | \$2,000 (Three Available)

Reach attendees throughout their conference experience with a rotating banner ad in the official conference app.

Escalator Cling | \$2,000 (Two Available)

Turn a high-traffic transition area into a standout branding opportunity. Escalator clings deliver repeated visibility as attendees move throughout the venue, helping keep your organization top of mind during the conference.

Conference Email Spotlight | \$1,800 (Three Available)

Extend your visibility beyond the event with a dedicated post-conference email sent on behalf of your organization to conference attendees. This opportunity offers focused exposure and a direct way to continue the conversation after the event.

Exhibit BINGO Engagement Square | \$1,500

Place your brand in a square of the exhibit hall engagement activity to encourage attendees to visit participating booths.

Door Prize Sponsor | \$50, \$100, \$250, \$500

Connect your brand with attendee excitement by supporting prizes tied to event engagement activities. This creates a positive and memorable association with participation and recognition.

Individual event sponsorships do not automatically include annual partnership status, year-round benefits, exhibit space or flex credits.

INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES

Partnership Collaboration Summit



Jan. 31-Feb. 3, 2027 | Rockwall
Every Move Matters. Together We Win!

PCS brings school nutrition decision-makers and industry partners together in a smaller, highly focused setting designed for meaningful connection. With directors, supervisors, and industry partners as the exclusive audience, attendees can engage through educational sessions, networking opportunities, shared experiences, and relaxed social activities that strengthen relationships beyond the exhibit hall.

Included with event sponsorships

Recognition as an official sponsor of your selected activity, with applicable event website, mobile app, signage and collective post-event acknowledgment. Exclusive benefits are listed with each opportunity.

Explore featured sponsorships and additional placements on the next few pages.

Marketing inserts are not included with PCS sponsorships opportunities.

Individual event sponsorships do not automatically include annual partnership status, year-round benefits, exhibit space or flex credits.

Featured Sponsorships



General Session Sponsor | \$8,000

Position your organization at the center of one of PCS's most prominent experiences. This sponsorship delivers high-impact visibility to a focused audience of school nutrition professionals, creating a strong opportunity to build recognition and strengthen connections with attendees. This opportunity includes a two-minute on-stage presence, dedicated signage, on-screen recognition, and the ability to place one pre-approved promotional item at each table for added brand exposure.

Evening Entertainment Sponsor | \$6,000

Associate your company with a relaxed networking experience designed to strengthen connections among school nutrition leaders. Sponsoring the entertainment creates a memorable brand presence while supporting meaningful relationship-building.

Network Reception Sponsor | \$5,000

This sponsorship provides strong brand visibility while supporting a relaxed setting where school nutrition professionals and industry partners can connect, build relationships, and continue conversations beyond the formal program.

Attendee Lanyards | \$4,000

Keep your brand visible throughout PCS with a practical item worn by attendees throughout the event. This opportunity delivers repeated exposure to a highly targeted audience of school nutrition directors and supervisors.

Featured Sponsorships (Continued)



Learning Session Room Sponsor | \$3,000 (Three Opportunities Available)

Align your organization with professional development by supporting the space where school nutrition leaders gather to learn and exchange ideas. This opportunity connects your brand with education, leadership, and industry insight while allowing you to place a pre-approved branded item or handout in the learning session room you sponsor for attendees to receive during the session.

Photo Booth Sponsor | \$2,800

Capture the fun and excitement of PCS attendees by becoming our exclusive photo booth sponsor. A sponsored photo booth delivers a lasting brand activation that goes far beyond a traditional ad, generating organic social media buzz and leaving a lasting impression.

Charging Station Sponsor | \$2,500

Provide space for attendees to recharge, connect, and catch up throughout the event. Your organization becomes part of a convenient, welcoming experience while gaining extended visibility.

Wellness Sponsor | \$2,000

Present an exclusive opportunity for your brand to align with health, relaxation, and disconnection to kick-start participants' day. Your sponsorship will not only boost your brand's visibility but also demonstrate your commitment to wellness and self-care.

PARTNERSHIP COLLABORATION SUMMIT CONTINUED



Coffee & Conversation Sponsor | \$1,750

Bring together a community of leaders to connect over a quality cup of coffee and lead a small-group discussion. As a sponsor, you can play an integral role in this positive and engaging environment.

Wi-Fi Sponsor | \$1,500

Let your company be the answer to one of the most common questions: “What’s the Wi-Fi password?” Sponsoring this opportunity will provide attendees with access to keep their devices connected.

PCS Mobile App Banner | \$1,000 (Two Available)

Maintain digital visibility throughout PCS by having attendees use the event app to access schedules and key information. This placement keeps your organization in front of a focused audience of directors and supervisors throughout the event.

INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES

Legislative Action Conference

March 7-9, 2027 | Washington, D.C.

Partner with TASN in Washington, D.C., and stand alongside school nutrition leaders as they advocate for their programs, communities, and students. Sponsorship of the Legislative Action Conference positions your organization as a committed industry partner and creates valuable opportunities to build relationships, support advocacy efforts, and connect with decision-makers in a focused, mission-driven setting.

Included with event sponsorships

Recognition as an official sponsor of your selected activity, with applicable event website, mobile app, signage and collective post-event acknowledgment. Each opportunity lists exclusive benefits.

Individual event sponsorships do not automatically include annual partnership status, year-round benefits, exhibit space or flex credits.

LEGISLATIVE ACTION CONFERENCE

Featured Sponsorships

Dinner Sponsor | \$1,500

Align your organization with a meaningful evening of connection and conversation at TASN's Legislative Action Conference dinner. This sponsorship demonstrates your company's support for an important networking experience for school nutrition leaders engaged in advocacy and shaping the future of school nutrition in Texas.

Materials Sponsor | \$500

Place your organization alongside the materials needed throughout the event. This sponsorship provides practical visibility while demonstrating support for the overall LAC experience.

Digital Advertising

Stay connected with Texas school nutrition professionals between events. TASNews brings practical ideas, industry updates and member stories together on TASN.net, with highlights shared through its email newsletter. Choose the advertising format that fits your message.

Monthly TASNews Email Ad | \$700 (Per Email)

One linked image ad in one monthly TASNews email. Direct readers to your product, service, resource or campaign page.

Featured TASNews Page Ad | \$700 (Per Three Months)

One linked image ad in a designated advertising area on the TASNews landing page for three consecutive calendar months. One advertiser at a time in this placement.

Sponsored TASNews Article | \$1750 (Per Article)

One approved article published in a relevant TASNews category, promoted on the TASNews landing page for approximately one month and linked in one monthly email. The article remains in its category after the promotional period. One sponsored article opportunity per month.

Standalone Partner Email | \$3000 (Per Email)

One dedicated promotional email built and sent by TASN using approved partner-provided content and one primary call to action. Sent to the eligible TASNews email audience. One opportunity available per quarter.

Use your flex credits

Annual partners may apply eligible flex credits toward digital advertising, subject to availability and TASN approval. Paid advertising is separate from annual partner recognition. Sponsored articles and their newsletter links will be labeled "Sponsored."



Website Advertising

Put your message where school nutrition professionals explore TASN membership, education, events and resources. A homepage ad provides visibility beyond TASNews and links visitors directly to your website or campaign. Homepage and TASNews page ads are separate placements. TASN will confirm the location, artwork dimensions and scheduled dates when you reserve your ad.

TASN.net Homepage Banner Advertisement | \$1,000 (Per Three Months)

One linked image advertisement in a designated homepage advertising placement on TASN.net for three consecutive calendar months. The advertisement links directly to the advertiser's website, product information or campaign page. Eligible Annual Partnership flex credits may be applied toward this opportunity, subject to availability and TASN approval.

Use your flex credits

Annual partners may apply eligible flex credits toward website advertising, subject to availability and TASN approval. Paid advertising is separate from annual partner recognition.



ARTWORK, CONTENT AND DEADLINES

What to Submit

Once your placement is reserved, use the requirements below to prepare your materials. TASN will confirm artwork dimensions, scheduled dates and any placement-specific instructions when you book.

Opportunity	Materials required	Deadline
Monthly TASNews email ad	One finished JPG or PNG advertisement and its destination link. Artwork dimensions provided at booking.	10 business days before the scheduled send.
Featured TASNews page ad	One finished JPG or PNG advertisement and its destination link. Artwork dimensions provided at booking.	10 business days before the placement begins.
Sponsored TASNews article	Article draft, suggested headline, company name and relevant links. Optional supporting image with image credit. TASN reviews and formats the article for publication.	20 business days before the start of the publication month.
Standalone partner email	Your message, suggested subject line, company logo, optional supporting images, and one primary call to action with its destination link. TASN builds and sends the email.	20 business days before the scheduled send.
Homepage image ad	One finished JPG or PNG advertisement and its destination link. Artwork dimensions provided at booking.	10 business days before the placement begins.

What to Submit (Continued)

Email info@tasn.net with:

- Your company name.
- Your reserved advertising opportunity.
- Your scheduled placement or publication date.
- Required artwork, copy and destination links.

Include a brief description of each image for accessibility and any required image credits.

Review and approval

All advertising is subject to availability and TASN approval. TASN may edit copy for clarity and AP style. Standalone partner emails include one proof, one consolidated round of revisions and one scheduled send.

Advertisers are responsible for the accuracy of their claims and permission to use submitted content and images.



Reserve Your Opportunity



Put your organization in front of Texas school nutrition professionals while supporting the community you serve. Choose an annual partnership, event sponsorship or advertising placement that fits your goals.

[Click here to complete the reservation form](#)

Questions? Let's find the right fit.

Contact info@tasn.net for help comparing opportunities, checking availability or applying eligible annual partnership flex credits.

Thank you for supporting TASN and the people who make school nutrition possible across Texas.