



2023 Equipment Grant Donor's Benefits

Benefits

- Donors receive copies of all qualified equipment grant applications and videos. (2022 EG produced nearly 200 applications detailing the state of equipment needs in 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:

SNA Advertising, Sponsorship & SNF Donations

Point Value

\$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: **5,609 Facebook followers, 4,354 Twitter followers, 1,506 Instagram followers.**
- Blog posts and **e-blasts to 6,500 director level members** (operators with the most influence).
- SNA-issued **national and local press releases** announcing winners and donors.
- Promotion in all of SNA's print and digital publications, including **SN Magazine circulation of 35,000, Industry Insider circulation of 3,076, and SNEExpress circulation of 43,383.**
- Recognition at SNA's 2023 Annual National Conference in Denver, CO 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 providing **high visibility with an average ANC attendance of 7,000**; operators make up the majority of attendees with an average of 4,000.
- 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.**