



BRAND EXPOSURE SPONSOR RECAP

Redesigned in 2020, all sponsors receive a comprehensive year-end recap summarizing your brand's exposure as a result of the campaign, which includes screenshots, stats, etc.

Based on contribution level, see the various benefits sponsors of our PR campaign receive!

| | BRONZE \$2,500 | SILVER \$5,000 | GOLD \$15,000 | PLATINUM \$25,000 |
|---|-------------------|-------------------|------------------|----------------------|
| Exposure to the Industry | | | | |
| NFRA WEBSITE Logo recognition and link to your website on PR campaign section of our website | X | X | X | X |
| NEW PRODUCTS NEWSLETTER Showcase unlimited number of products in quarterly newsletter sent to NFRA's entire contact list including retailers | X | X | X | X |
| BRAND RECOGNITION Logo recognition on signage and scroll of contributors displayed during the NFRA Convention | X | X | X | X |
| TASTE OF EXCELLENCE Receive prime table placement during this sampling event at the NFRA Convention | X | X | X | X |
| COMPLIMENTARY MEETING ROOM Receive a complimentary meeting room during the NFRA Convention | | | | X |
| Exposure to Consumers | | | | |
| SOCIAL MEDIA ENGAGEMENT Posts on the Easy Home Meals' social media channels | 1 post | 2 posts | 3 posts | 4 posts |
| EASY HOME MEALS BLOG POSTS Inclusion of brand recipe or product in blog posts | 2 posts | 3 posts | 4 posts | 5+ posts |
| RECIPES ON EASY HOME MEALS WEBSITE Upload your branded recipes, photos and links to your website in our recipe database | X | X | X | X |
| EASY HOME MEALS E-NEWSLETTER Logos will be featured in the newsletter and link back to your website | X | X | X | X |
| NEW PRODUCTS NEWSLETTER Shared with consumers on the Easy Home Meals social media channels | X | X | X | X |
| EASY HOME MEALS WEBSITE AD Receive an ad on the website | | | | X |

MEDIA OUTREACH | Additional brand recognition opportunities occur in traditional and online media throughout the year, including our panel of influencers who share messaging and brand products in social media and blog posts, recipe videos, etc. *Platinum sponsors are given primary consideration.*