



2021 Campaign Funding Initiative

FUNDING LEVELS FOR FROZEN FOOD CONSUMER PR CAMPAIGN



DISTRIBUTOR

A distributor's financial commitment — \$500

LOCAL ASSOCIATION

A local association's financial commitment — \$100

LOGISTICS PROVIDER

A logistics provider's financial commitment — \$500

MANUFACTURER

Manufacturer's financial commitment is based on annual frozen food sales volume per the schedule on the right. Sales volume should include all subsidiaries and divisions.

Sponsorship Levels

Platinum Sponsor	\$201 Million & over	\$25,000
Gold Sponsor	\$91 - \$200 Million	\$15,000
Silver Sponsor	\$46 - \$90 Million	\$5,000
Bronze Sponsor	\$0 - \$45 Million	\$2,500

RETAILER

Retailer sponsorship levels are based on total store sales.

**Retailers will receive credit for one half their contribution towards the purchase of POS materials.*

Sponsorship Levels

Under \$5 Billion	\$1,000
\$5 - \$10 Billion	\$2,500
Over \$10 Billion	\$5,000

SALES AGENT

Sales agent's financial commitment is based on total company frozen food commission.

Sponsorship Levels

Under \$1 Million	\$1,000
\$1 - \$10 Million	\$2,500
Over \$10 Million	\$5,000

SUPPLIER

A supplier's financial commitment — \$500

2021 Financial Pledge

Contact Person: _____ Title: _____

Company: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____



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Real Food. *frozen.*

We support NFRA's Frozen Food Consumer PR Campaign by pledging our financial support in the amount of \$ _____

____ Check Enclosed (*Make checks payable to NFRA*) ____ Please Invoice

Charge my: Visa Mastercard American Express Discover

Card number: _____ Expiration date: _____

Name on Card: _____

Billing Zip Code: _____ **CVV:** _____

Signature: _____