

# 2023 PR Campaign Sponsor Benefits List

Dairy... *and Beyond*



**BRAND EXPOSURE SPONSOR RECAP**  
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 \$10,000	PLATINUM \$15,000
<b>Exposure to the Industry</b>				
<b>NFRA WEBSITE</b> • Logo recognition and link to your website on the PR campaign section of NFRAweb.org	X	X	X	X
<b>SOCIAL MEDIA ENGAGEMENT</b> • Opportunity for social media post(s) with sponsor brand and/or product tagged	X	X	X	X
<b>NEW PRODUCTS NEWSLETTER</b> • Showcase unlimited number of products in quarterly newsletter sent to NFRA's entire contact list, including retailers	X	X	X	X
<b>BRAND RECOGNITION</b> • Logo recognition on signage/promotional materials for the NFRA Convention and NFRA Executive Conference	X	X	X	X
<b>TASTE OF EXCELLENCE</b> • Prime table placement during this grand opening reception at the NFRA Convention	X	X	X	X
<b>COMPLIMENTARY MEETING ROOM</b> • Receive a complimentary meeting room during the NFRA Convention				X
<b>Exposure to Consumers</b>				
<b>INFLUENCERS</b> • Brand recognition opportunities occur with our panel of influencers who share messaging/products in social media, recipe videos, etc.	X	X	X	X
<b>MEDIA OUTREACH</b> • Brand recognition opportunities occur in media throughout the year, including TV opportunities with Mr. Food Test Kitchen			X	X
<b>SOCIAL MEDIA ENGAGEMENT</b> • Opportunity for promoted post(s) on the Easy Home Meals social media channels to targeted audience	Up to 1 paid post	Up to 2 paid posts	Up to 3 paid posts	Up to 4 paid posts
<b>EASY HOME MEALS CONTENT</b> • Opportunity for brand recipe(s) or product(s) to be included in Easy Home Meals web content			X	X
<b>EASY HOME MEALS RECIPES</b> • Your branded recipes, products, photos and links to your website featured on EasyHomeMeals.com	X	X	X	X
<b>EASY HOME MEALS NEWSLETTER</b> • Logo(s) featured in this newsletter with link(s) back to your website		X	X	X
<b>NEW PRODUCTS NEWSLETTER</b> • Showcase unlimited number of products in quarterly newsletter sent to NFRA's consumer contact list of 80,000+	X	X	X	X
<b>EASY HOME MEALS WEBSITE AD</b> • Your ad featured with link to website			X	X