



2024 Participation Agreement

Boost Ice Cream & Novelties Sales with this Outstanding National Promotion!

Ice Cream & Novelties



Yes, we will participate in the 2024 Summer Favorites Program

(see fee schedule below)

Participant Information

Name _____ Title _____

Company Name _____

Participating Brand(s) _____

Address _____ City _____ State _____ Zip _____

Phone _____ Email _____

Participation Fees

Check One:	Sales Volume	Fee
<input type="radio"/>	\$0-\$15 million.....	\$1,500
<input type="radio"/>	\$16-\$50 million.....	\$3,000
<input type="radio"/>	\$51-\$100 million.....	\$4,500
<input type="radio"/>	\$101-\$250 million.....	\$6,000
<input type="radio"/>	\$251 million and over.....	\$9,000

Add-On Influencer Option (see reverse for details)

- | | |
|-------------------------------------|-------------------------------------|
| <input type="radio"/> Tier 1 | <input type="radio"/> Tier 2 |
| \$1,800 | \$4,590 (15% discount) |
| 1 Influencer | 3 Influencers |

Additional customization includes:

- **National or Regional Impressions**
- **With or Without Sweepstakes**

Payment

Charge my: **Check enclosed** (make checks payable to NFRA) **Please invoice**

Visa **Mastercard** **American Express** **Discover**

Card Number _____ Expiration Date _____

Name on Card _____ Billing Zip Code _____

Signature _____ CVV _____

Please send brand logo(s) in a high resolution format (EPS, PNG, TIF) to Natalie@nfraweb.org and return form ASAP to Pat@nfraweb.org.



2024 National Program Summary

Boost Ice Cream & Novelties Sales with this Outstanding National Promotion!

Ice Cream & Novelties

Plan. Partner. Promote.

Get your marketing plans in place for Ice Cream & Novelties 2024!
Partner with retailers, sales agents and/or local associations to bring excitement to the aisles, encourage traffic, and increase ice cream and novelties sales!

The 2024 Promotion includes all of the following elements:

National PR Campaign Support

- **Brand exposure** to consumers (you receive full sponsor recap showing exposure)
- Cool Food Panel of **influencers/bloggers** share Summer Favorites content
- **Participating brands** featured throughout Easy Home Meals social media and website
- **Media outreach** through PR Newswire
- **Digital toolkit** with resources for social media and PR activations



Easy Home Meals

- Ad placement on **EasyHomeMeals.com**
- **Logo placement** on Summer Favorites promotion page
- **Social media posts**, engagement on multiple platforms



Online Consumer Contest

- Consumers can **Win Ice Cream for a Year**
- Contest **increases consumer awareness**, participation and brand interaction
- Participating manufacturers contribute **coupons**
- **Opt-in list** of entrants provided to each brand



Summer Favorites Point-of-Sale

- Ice cream & novelty-themed **POS/POP** and specialty items
- **Bring excitement** to the aisles

Golden Penguin Awards Competition

- Compete for **prestigious award**
- Honors best **marketing & merchandising** efforts
- **Multiple categories**; industry-wide recognition
- Easy **online** submission

Add-On Influencer Option

Two tiers offer additional impressions for your brand with an influencer post that reaches nationally or regionally; and with or without a sweepstakes.

Tier 1 • \$1,800 • 1 Influencer

Tier 2 • \$4,590 • 3 Influencers

Get Real Value for Your Marketing Dollars... Get Maximum Results for Minimal Cost

Showcase Your Brands to Millions of Consumers!

For more information, contact: Pat Uffner at 717-657-8601 • Pat@NFRAweb.org

