

2024 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 \$20,000
Exposure to the Industry				
NFRA WEBSITE • Logo recognition and link to your website on the PR campaign section of NFRAweb.org	X	X	X	X
SOCIAL MEDIA ENGAGEMENT • Social media post(s) with sponsor brand and/or product tagged	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/promotional materials for the NFRA Convention and NFRA Executive Conference	X	X	X	X
TASTE OF EXCELLENCE • Prime table placement during this grand opening reception at the NFRA Convention	X	X	X	X
COMPLIMENTARY MEETING ROOM • Receive a complimentary meeting room during the NFRA Convention				X
Exposure to Consumers				
INFLUENCERS • Brand recognition via our panel of influencers who share messaging/products in social media, recipe videos, etc.	X	X	X	X
MEDIA OUTREACH • Brand recognition during various virtual media tours (VMTs) throughout the year			X	X
SOCIAL MEDIA ENGAGEMENT • Promoted post(s) on the Easy Home Meals social media channels to targeted audience	Minimum of 1 paid post	Minimum of 2 paid posts	Minimum of 3 paid posts	Minimum of 4 paid posts
EASY HOME MEALS CONTENT • Brand recipe(s) or product(s) to be included in Easy Home Meals web content			X	X
EASY HOME MEALS RECIPES • Your branded recipes, products, photos and links to your website featured on EasyHomeMeals.com	X	X	X	X
EASY HOME MEALS NEWSLETTER • Logo(s) featured in this newsletter with link(s) back to your website		X	X	X
NEW PRODUCTS NEWSLETTER • Showcase unlimited number of products in quarterly newsletter sent to NFRA's consumer contact list of 90,000+	X	X	X	X
EASY HOME MEALS WEBSITE AD • Your ad featured with link to website			X	X