## 2025 Frozen PR Campaign Sponsor Benefits List



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!

exposure as a result of the campaign, which includes screenshots, stats, etc.  Exposure to the Industry  NFRA WEBSITE * Logo recognition and link to your website on the PR Ampaign section of NFRAweb.org  SOCIAL MEDIA ENGAGEMENT * Social media post(s) with sponsor brand and/or product tagged  NEW PRODUCTS NEWSLETTER * Showcase unlimited number of products in quarterly newsletter sent to NFRA's entire contact list, including retailers  RAND RECOGNITION * Logo recognition on signage/promotional materials for the NFRA Convention and NFRA Executive Conference  Ampaign reception at the NFRA Convention and NFRA Executive Conference  TASTE OF EXCELLENCE * Prime table placement during this grand opening reception at the NFRA Convention  EXPOSURE to Consumers  INFLUENCERS * Brand recognition via our panel of influencers who share messaging/products in social media, recipe videos, etc.  MEDIA OUTREACH * Brand recognition during various virtual media tours (VMTs) throughout the year  SOCIAL MEDIA ENGAGEMENT * Promoted post(s) on Easy Home Meals' social media channels to targeted audience  EASY HOME MEALS CONTENT/SPONSORED ARTICLE * Brand recipe(s) or product(s) to be included in Easy Home Meals web content  EASY HOME MEALS CONTENT/SPONSORED ARTICLE * Brand recipe(s) or product(s) to be included in Easy Home Meals web content  EASY HOME MEALS RECIPES * Your branded recipes, products, photos and links to your website featured on EasyHome Meals scon  EASY HOME MEALS RECIPES * Your branded recipes, products, photos and links to your website featured on EasyHome Meals web content  NEW PRODUCTS NEWSLETTER * Logo(s) featured in this newsletter with link(s) back to your website  NEW PRODUCTS NEWSLETTER * Showcase unlimited number of products in quarterly newsletter sent to NFRA's consumer contact list of 100,000+		year-end recap summarizing your brand's				
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