

Limited to first 25 brands!

# Drive Brand Awareness, Trial & Omnichannel Sales Velocity



## Take June Dairy Month to the Next Level!

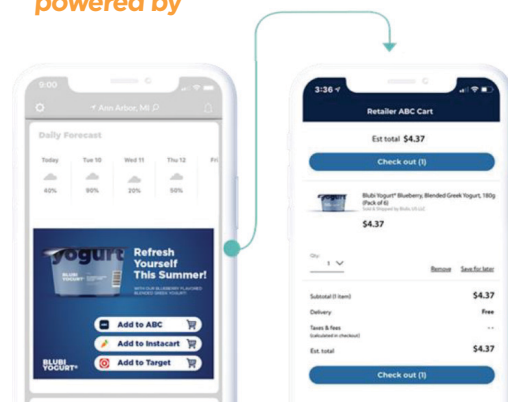
### 2025 NFRA subsidized program allows brands to:

- Reach your target consumers through grocery-list building mobile apps & e-comm carts
- Connect with verified, head of household shoppers only
- Convert generic or competitive shoppers to **your** brand
- Speak to consumers both before they enter the store **AND** at the shelf
- **You pick!** Retailers & geography **completely customizable**

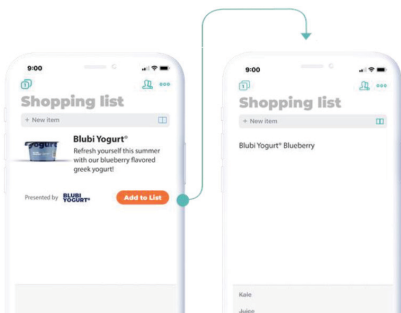
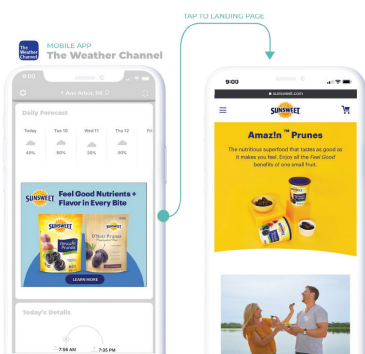
### Bonus Activations:

- **NEW** Shoppable Recipe: Match & Occasion (Tier 1) Sponsored (Tier 2)
- **NEW** Consumer poll (Tier 2)
- (2) Keyword search terms
- Increased impressions YOY
- Display ad units (Tier 2)

Mobile Activation powered by



Every brand gets **FREE** creative ad design and a complete post-campaign insights report!



### The Numbers Don't Lie... A History of Success!

Since 2022, participating June brands have earned:

**328.2K** Drove consideration  
Number of products added

**\$2.4M** Projected omnichannel revenue

**77%** Average new shopper acquisition

**60%** Average converted competitive shoppers

Our 5+ years with NFRA's June Dairy Month program has proven to be a continued success with increased brand awareness, new shopper acquisitions and projected omnichannel revenues at a price we simply couldn't come close to by executing on our own.

- NFRA Member Participant

Save **\$10,000** on Program Fees in 2025!

PROGRAM COST: **\$37,200**  
NFRA subsidy - **\$10,000**  
**\$27,200**

Reduced final cost to brand!

VALUED AT **\$100,000!**

Tier 1 valued at \$93K  
Tier 2 valued at \$103K

Interested in learning more? Contact [Pat@nfraweb.org](mailto:Pat@nfraweb.org)

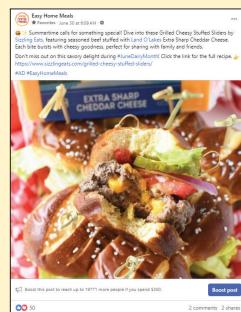
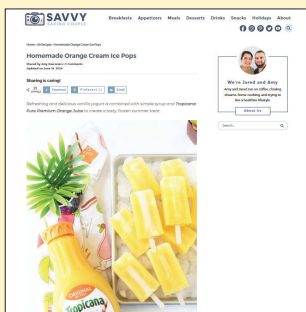
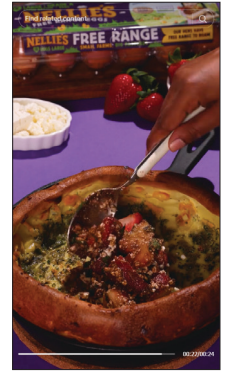
# 2025 June Dairy Month National Program Features



## Easy Home Meals June Dairy Month Activations

30MM+ Est. Impressions Per Brand

- ▶ Promoted post on Easy Home Meals channel(s) via paid media
- ▶ Production of :15-:30 brand-specific custom vertical video
  - 5-7 high-res still images
  - Ingredients, talent & prop costs
  - Full ownership rights
  - Post-production editing
- ▶ One-week site-wide ad placement on EasyHomeMeals.com
- ▶ Custom social posts on Facebook, Instagram & Pinterest
- ▶ Logo placement & link to brand website on June Dairy Month Promotion page
- ▶ Sponsored article on EasyHomeMeals.com



## Social Influencer

750K-1MM+ Estimated Impressions Per Brand

Influencer engagement via custom blog content & social post(s)

- Optional micro-sweeps conducted by influencer

## Consumer Sweepstakes

10-12K Unique Opt-Ins

National sweepstakes promoted across all platforms

- Brand receives names and emails of opt-in entrants
- Brands provided with high-resolution sweepstakes logo and link to cross-promote



Questions? Please contact Pat@nfrweb.org or (717) 657-8601.

# 2025 June Dairy Month Program Participation Form



## Get On The List. Get In The Cart.

Please complete a separate form for each brand. Check the tier level for your all-inclusive program:



**PROGRAM COST: \$37,200**  
NFRA subsidy **- \$10,000**  
**You pay \$27,200**



**PROGRAM COST: \$47,200**  
NFRA subsidy **- \$10,000**  
**You pay \$37,200**

### Participant Information

Contact \_\_\_\_\_ Title \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_  
Company \_\_\_\_\_ Participating Brand \_\_\_\_\_  
Company Address \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_ Company Website \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

### Contact Information

**Marketing Contact** \_\_\_\_\_ Phone \_\_\_\_\_  
Title \_\_\_\_\_ Email \_\_\_\_\_  
**Billing Contact** \_\_\_\_\_ Phone \_\_\_\_\_  
Title \_\_\_\_\_ Email \_\_\_\_\_

### Payment Please select one:

- Full payment mailed with contract  
\*Please make check payable to NFRA
- Invoice my brand upon receipt of  
this form, net 30 days

### Send this completed form with check to:

Pat Uffner  
National Frozen & Refrigerated Foods Association  
4755 Linglestown Road, Suite 300  
Harrisburg, PA 17112  
Pat@NFRAweb.org

This program is contingent upon a minimum of 13 participating brands. Funds will be reimbursed if full participation goal is not met. For program questions, contact Pat Uffner at Pat@nfraweb.org or (717) 657-8601.

