

Limited to first 25 sponsors!

# Drive Brand Awareness, Trial & Omnichannel Sales Velocity

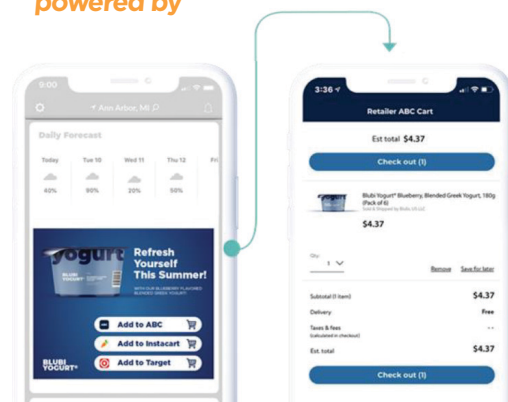


## Take June Dairy Month to the Next Level!

### 2025 NFRA subsidized program allows retailers to:

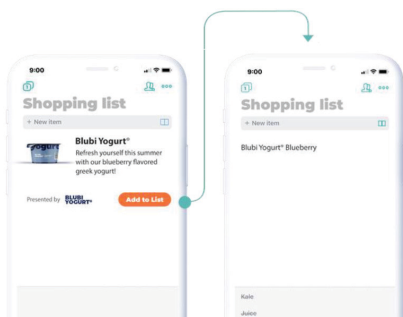
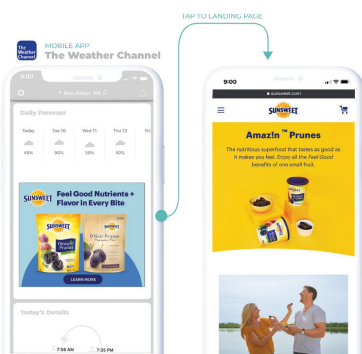
- Increase store traffic and cash register rings during the month
- Drive in-store and online sales targeted regionally, at specific banners, or against entire store footprints
- Reach competitive retail shoppers to fill your consumer pipeline
- Drive sales of manufacturer products, store brands, perimeter offerings, etc.
- Create partnership programs with new and/or key manufacturers
- Promote your private label brand outside your RMN to drive greater awareness

Mobile Activation powered by



### 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)



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

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

Since 2022, June participants, including retailers, 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 sponsor!

**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)

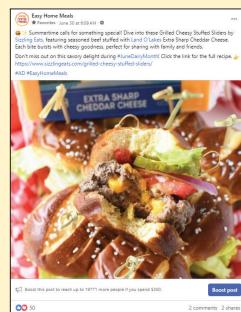
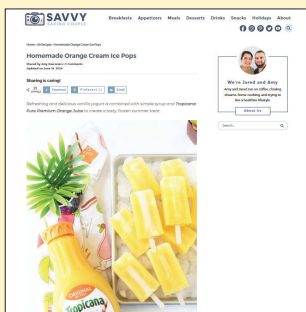
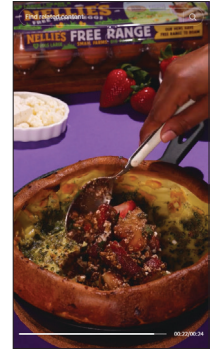
# 2025 June Dairy Month National Program Features



## Easy Home Meals June Dairy Month Activations

30MM+ Est. Impressions Per Retailer

- ▶ **Promoted post on Easy Home Meals channel(s) via paid media**
- ▶ **Production of :15-:30 sponsor-specific custom vertical video**
  - 5-7 high-res still images
  - Full ownership rights
  - Ingredients, talent & prop costs
  - 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 Sponsor

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

- Sponsor receives names and emails of opt-in entrants
- Sponsor 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 \_\_\_\_\_

Retailer \_\_\_\_\_ Participating Brand \_\_\_\_\_

Retailer 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 retailer 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 sponsors. 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.

