

Limited to first 25 brands!

Drive Brand Awareness, Trial & Omnichannel Sales Velocity



Take June Dairy Month to the Next Level!

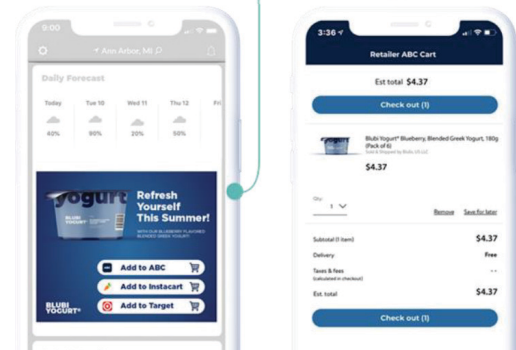
2025 NFRA subsidized program allows sales agents to:

- Take advantage of cost-efficient offering to drive sales for your clients
- Partner manufacturers and retailers within your client network under one campaign to drive greater ROI
- Complement in-store activations or RMN spends to drive greater awareness amongst target shoppers locally or nationally
- Increase register rings for retail partners by increasing list adds and cart adds during key selling window

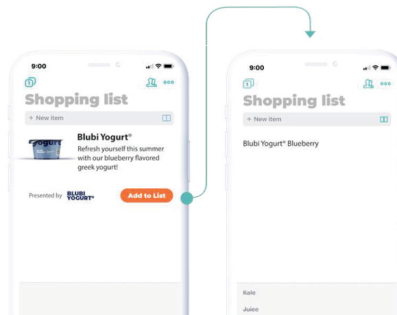
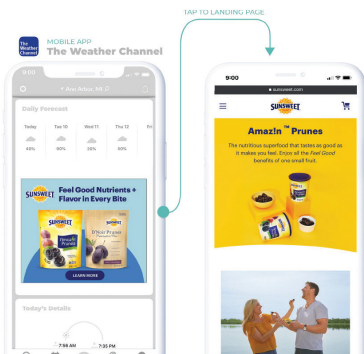
Bonus Activations:

- **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 ADADAPTED



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

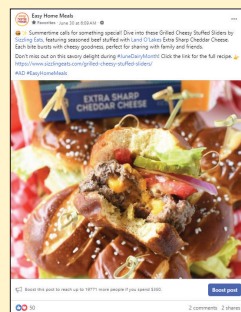
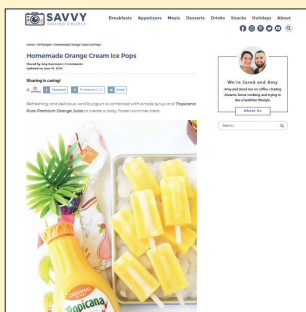
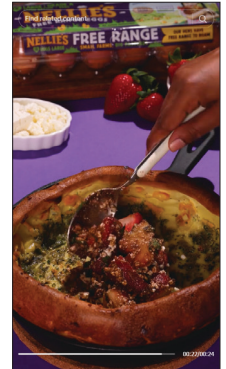
2025 June Dairy Month National Program Features



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.

