



# 2025 Program Participation Agreement

## Boost Ice Cream & Novelties Sales with this Sweet National Promotion!

Ice Cream & Novelties

**Yes, we will participate in the 2025 Summer Favorites Program**



### Participant Information

Name \_\_\_\_\_ Title \_\_\_\_\_

Company Name \_\_\_\_\_

Participating Brand(s) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### Mom Hint Market Preference Component

**Please rank your preferred markets for Mom Hint TV segments (1=highest priority, 5=lowest):**

\_\_\_ Tampa \_\_\_ Hartford \_\_\_ Las Vegas \_\_\_ Portland \_\_\_ Indianapolis \_\_\_ Denver \_\_\_ Grand Rapids

*\*Note: Each market will feature 4-5 brands. While we will consider preferences, specific market placement cannot be guaranteed.*

### Optional Enhancement:

### Participation Fees

Check one:	Sales Volume	Fee
<input type="checkbox"/>	\$0-\$15 million.....	\$1,500
<input type="checkbox"/>	\$16-\$50 million.....	\$3,000
<input type="checkbox"/>	\$51-\$100 million.....	\$4,500
<input type="checkbox"/>	\$101-\$250 million.....	\$6,000
<input type="checkbox"/>	\$251 million and over.....	\$9,000

### Custom Video Add-On: \$1,000

- Production of a :30 second custom branded, vertical video
- Inclusive of talent, ingredients & prop costs, and post-production editing
- Supported by paid media on Easy Home Meals channels
- Receive 5-7 high-res still images
- Can be used across brand's channels

### Payment

Charge my:  Visa  Mastercard  American Express  Discover

*\*If paying by credit card, a 3% processing fee will be added to the amount.*

Check enclosed  
(make checks payable to NFRA)

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Please invoice

Name on Card \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Signature \_\_\_\_\_ CVV \_\_\_\_\_

**Please return form ASAP to Pat@nfraweb.org.**

National Frozen & Refrigerated Foods Association  
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# 2025 National Program Summary



The 2025 Summer Favorites promotion includes a national consumer campaign featuring paid social media, the FroZEN Fridays rebate program, media outreach with Mom Hint, and the Win Ice Cream for a Year giveaway.

Ice Cream & Novelties

## \*New Elements for 2025!\*

### FroZEN Fridays featuring Aisle

- A digital rebate program promoting free ice cream every Friday in July where consumers receive instant savings
- Consumers submit receipts via text for quick, user-friendly redemption
- Participating brands receive first-party data for retargeting and insights



### Guaranteed PR Placement via Mom Hint

- A paid TV advertorial opportunity featuring your brand in a professionally produced lifestyle segment with Sherri French
- Guaranteed on-air placement in at least one key market, timed to promote Ice Cream Month to family-focused audiences across top regional morning shows



### National Promotion Exposure

- **Brand exposure** to consumers - you receive full sponsor recap showing exposure!
- **Participating brands** featured throughout Easy Home Meals social media & website
- **Media outreach** through PR Newswire
- **Digital toolkit** with resources for social media and PR activations



### Easy Home Meals

- Banner ad placement on **EasyHomeMeals.com**
- **Logo placement** on Summer Favorites promotion page
- **Social media posts** and engagement on multiple platforms



### Consumer Giveaway

- Consumers can **Win Ice Cream for a Year**
- Contest **increases consumer awareness**, participation and brand interaction
- Participating manufacturers contribute **coupons**
- **Opt-in list** of entrants provided to each brand



### Summer Favorites Point-of-Sale

- Ice cream & novelty-themed point-of-sale & specialty items, **discounted 25%!**
- **Bring excitement** to the aisles



### Golden Penguin Awards Competition

- Compete for **prestigious industry award**
- Honors best **marketing & merchandising** efforts
- **Multiple categories**; industry-wide recognition
- Easy online submission; entries due **August 8, 2025**



For more information, please contact Pat Uffner at (717) 657-8601 or Pat@nfraweb.org.