

Dairy... and Beyond

MANUFACTURER SPONSORSHIP BENEFITS

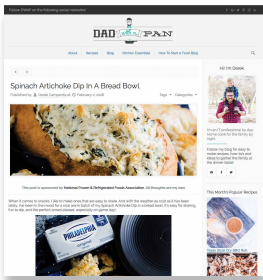
In addition to playing a vital role in supporting an important marketing/PR effort that will benefit the entire industry, your company will receive the following for your sponsorship:

Brand Exposure to Consumers

Social Media Engagement

Throughout all of NFRA's active, growing Easy Home Meals social media properties – including Facebook, Twitter, Pinterest, YouTube, Instagram and our Easy Home Meals blog – your brand and brand messaging will receive prominent exposure. (Our Facebook audience now exceeds 465,000!) 

Additionally, NFRA will engage and support your brand(s) social media strategy by following, liking, sharing, re-tweeting and re-pinning your posts, tweets and pins.



Media Outreach

Many opportunities occur throughout the year for brand exposure through the PR campaign media outreach activities – traditional and online. These include our Cool Food Panel of food bloggers – who share messaging, meal assembly ideas and sponsoring refrigerated food brand products. Platinum Sponsors are given primary consideration in media outreach efforts.

Recipes on NEW Easy Home Meals Website

Tap into NFRA's growing consumer audience by sharing your branded recipes and photos on our newly-redesigned Easy Home Meals website. All recipes will link back to your brand's website. Platinum Sponsors will also receive a complimentary ad on the Easy Home Meals website.



Easy Home Meals e-Newsletter

Sponsoring brand logos will be featured in NFRA's consumer e-newsletter, and will link back to your website. The newsletter supports annual promotions and the PR campaign messaging, and also shares recipes, tips, sweepstakes and more with thousands of subscribers (and growing).

New Products on Facebook, Twitter and Website

New products listed in the New Products Newsletter will also be promoted to consumers on the Easy Home Meals Facebook, Twitter and Website.

BRAND EXPOSURE REPORT

NFRA will track your brand and provide you with a year-end report summarizing your brand exposure as a result of the **The Dairy Aisle... Beyond Cool** campaign.



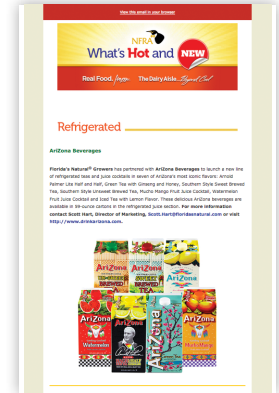
Brand Exposure – to Retailers

New Product Introduction Newsletter

Unlimited number of your new products featured in the “What’s Hot and New in Frozen and Refrigerated Foods” quarterly e-newsletter sent to all retailers (also shared with consumer audiences through NFRA social properties).

NFRA Website

Your company name and brand logo(s) will be prominently displayed in the consumer PR campaign section and link back to your website(s).



NFRA's Annual Convention

Complimentary Convention Meeting Room

Platinum-level sponsoring manufacturers will be offered a complimentary meeting room (subject to availability) at the National Frozen & Refrigerated Foods Convention in Washington, DC, October 17-20, 2020.



Taste of Excellence

As a sponsor, you will have first option to reserve tables at the annual Taste of Excellence Reception, as well as a prime location at the Reception for your company and products.

Scroll of Contributors

Your company's name will be listed on the Scroll of Contributors and prominently displayed during the National Frozen & Refrigerated Foods Convention in Washington, DC as well as NFRA's Executive Conference in Tempe, AZ, April 6-8, 2020.