



2021 National Program Participation Agreement

This all-inclusive, comprehensive program includes either:



Tier 1: \$36,900 per Retailer
Includes all components on reverse plus creative and production

Tier 2: \$44,900 per Retailer
Includes all components on reverse plus creative and production

Participant Information

Company Name

Company Address

City/State/Zip

Phone

Email

Name/Title (please print)

Company Web Address

Authorized by (please sign)

Contact Information

Marketing/Sales Contact

Phone

Title

Email

Billing Contact

Phone

Title

Email

Logo Art Contact

Phone

Title

Email

Payment (please make check payable to 2021 NFRA National Promotions)

Select one:

- Full payment mailed with contract
- Please invoice my brand upon receipt

Send this completed form with check (if desired) to:

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

This promotion is contingent upon a minimum of 16 participants. Funds will be reimbursed if full participation goal is not met. For program questions, contact Tricia Greyshock | 717-657-8601 | Tricia@NFRAweb.org.



2021 National Program Summary

All of the following elements are included in the program:

Digital Activation via Display, Native & Paid Social Ads:

Powered by
 OPTIMAD

Tier 1

- Targeted Shopper Clicks to Retailer Site: **6,500+**
- Targeted Video Views: **15,000+**
- **Total Guaranteed Shopper Engagements Per Retailer: 21,500+**
- **Total Estimated Impressions Per Retailer: 2MM**

OR

Tier 2

- Targeted Shopper Clicks to Retailer Site: **9,962+**
- Targeted Video Views: **30,833+**
- **Total Guaranteed Shopper Engagements Per Retailer: 40,795+**
- **Total Estimated Impressions Per Retailer: 4MM**

**Additional customization available.*



- **New for 2021:** Option to include **programmatic audio** delivered via audio streaming apps
- **On-Air:** 15 sec recorded spots (approx. 270 per Retailer)
- **Online Streaming:** Companion display ads and recorded spot
- **Email:** Two dedicated emails to subscribers in selected markets
- **Social:** Two custom pre-recorded video posts on Facebook

Estimated
3.1MM+
Impressions
per Retailer

**Additional customization available.*



- **Influencer engagement** via **custom blog content**
- Optional **"micro-sweeps"** conducted by influencers

Estimated
750K+ Impressions
per Retailer



- **Logo placement** on JDM Promotion page
- **Twitter party** featuring participating Retailer post
- Custom boosted **Facebook post; custom tweet and pin**

74MM+ Total
June Dairy Month
Program Impressions



- **National Sweeps Promotion**
- Promoted across all platforms and promotional elements
- Brands provided with **Sweepstakes logo** and link to **cross-promote**
- **Opt-in list** of entrants provided to each Retailer

10K Unique
Opt-Ins

This comprehensive, cooperative campaign includes all creative development and production and delivers

79.9MM+ impressions per Retailer!

See reverse side for pricing.



For more information, contact: Tricia Greyshock at 717-657-8601 | Tricia@NFRAweb.org