



2021 National Program Participation Agreement

Please complete reverse side if two brands are splitting activations.

This all-inclusive, comprehensive program includes either:



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

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

**Customized pricing available for additional brands*

Participant 1 Information

| | |
|-----------------------------|---------------------|
| Company Name | Participating Brand |
| Company Address | City/State/Zip |
| Phone | Email |
| Name/Title (please print) | Company Web Address |
| Authorized by (please sign) | |

Contact 1 Information

| | |
|-------------------------------|-------|
| Marketing/Sales/Brand 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(s) upon receipt of this form, net 30 days

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.



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Participant 2 Information

| | |
|-----------------------------|---------------------|
| Company Name | Participating Brand |
| Company Address | City/State/Zip |
| Phone | Email |
| Name/Title (please print) | Company Web Address |
| Authorized by (please sign) | |

Contact 2 Information

| | |
|--------------------------------------|-------|
| Marketing/Sales/Brand Contact | Phone |
| Title | Email |
| Billing Contact | Phone |
| Title | Email |
| Logo Art Contact | Phone |
| Title | Email |



2021 National Program Summary

All of the following elements are included in the program:

Digital Activation via Display, Native & Paid Social Ads:



Tier 1

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



Tier 2

- Targeted Shopper Clicks to Brand(s) Site: **9,962+**
- Targeted Video Views: **30,833+**
- **Total Guaranteed Shopper Engagements: 40,795+**
- **Total Estimated Impressions: 4M**

**Additional customization available.*



- **New for 2021:** Option to include **programmatic audio** delivered via audio streaming apps
- **On-Air:** 15 sec recorded brand spots (approx. 270)
- **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

**Additional customization available.*



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

Estimated
750K+ Impressions



- One-week site-wide **ad placement** on EasyHomeMeals.com
- **Logo placement** on JDM Promotion page
- **Twitter party** featuring participating brand(s) post
- Custom **Facebook post, tweet and pin**

74MM+ Total
June Dairy Month
Program Impressions



- **National Sweeps Promotion**
- Promoted across all platforms and promotional elements
- Brand(s) provided with **Sweepstakes logo** and link to **cross-promote**
- **Opt-in list** of entrants provided to each brand(s)

10K Unique
Opt-Ins

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

79.9MM+ impressions!

See reverse side for pricing.

