



# 2026 Summer Favorites National Program Participation Agreement



**Yes, we will participate in the 2026 Summer Favorites Program**

## Participant Information

Name		Title	
Company Name			
Participating Brand (s)			
Address	City	State	Zipcode
Phone	Email		

### **Influencer Video Add-On \$2,000**

As an add-on opportunity for Ice Cream Month, sponsors will collaborate with one of our influencer partners from our curated panel to develop a custom recipe or product feature video, designed to authentically showcase the brand and drive audience engagement.

**Average Earned Media Value \$15,000**

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

- Production of a 30-second custom branded, vertical video
- Inclusive of talent, ingredients and 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

**Combined total impressions  
225,000 - 280,000**



### Participation Fees

Participation fees are based on annual sales volume. Please select the option that indicates your sales volume and corresponding fee.

- \$0 to \$15 million      \$1,500
- \$16 to \$50 million      \$3,000
- \$51 to \$100 million      \$4,500
- \$101 to \$250 million      \$6,000
- \$251 million+      \$9,000

### Payment

- Charge credit card**
  - Visa
  - Mastercard
  - American Express
  - Discover
- Check payable to NFRA is enclosed**
- Please invoice (Net 30)**

Card Number	Expiration Date
Name on Card	Billing Zip Code
Signature	CVV

*Note: A 3% processing fee is applied to credit card payments*

**Please return form to [Matthew@NFRAweb.org](mailto:Matthew@NFRAweb.org)**  
 National Frozen & Refrigerated Foods Association  
 2805 Old Post Road, Suite 310, Harrisburg, PA 17110 • (717) 657-8601

## Participating Brands Receive:

- **Nationwide consumer visibility** during peak ice cream season
- **Multi-channel promotion** across Easy Home Meals' digital and social platforms
- **Inclusion in the "Win Ice Cream for a Year" giveaway**
- Opt-in **consumer contact list** for marketing follow-up
- **Discounted point-of-sale** materials to boost retail excitement
- **Opportunity to compete** in the Golden Penguin Awards
- Comprehensive post-promotion **exposure recap**

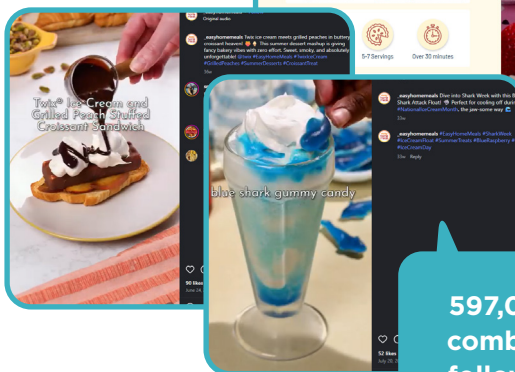
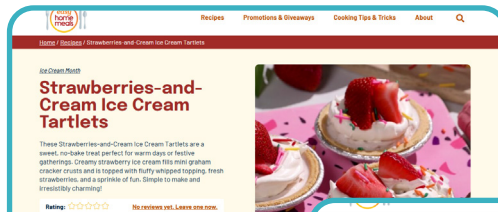
## Agency-Backed Digital Amplification

- Paid social investment supporting approximately **200,000 impressions** per brand
- Optional influencer collaborations expanding campaign visibility
- Projected influencer reach of **25,000-80,000 impressions**
- Estimated **1,500-12,000 engagements**

*Performance will vary based on platform dynamics and influencer alignment.*

## Easy Home Meals

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



## Summer Favorites Ice Cream and Novelties

In the months of June and July, we promote ice cream and novelties! These are the biggest sales months for ice cream and novelties. You'll find many special deals at your local supermarket. July is also National Ice Cream Month!



**597,000+ combined followers!**

## Golden Penguin Awards

Bring your best to Summer Favorites and compete in the Golden Penguin Awards — a national competition celebrating innovative marketing and merchandising that drives ice cream and novelty sales.



## Ice Cream Giveaway

Consumers enter to win Free Ice Cream for a Year, driving awareness and engagement while participating brands provide coupons and receive the opt-in entrant list for follow-up marketing.



**6,300+ entries in 2025!**



Ice Cream & Novelties



## 2026 National Program Sponsor Brief

Please email this form and the requested assets by **May 15, 2026** to [Ellie@NFRAweb.org](mailto:Ellie@NFRAweb.org)

### Sponsor Information

Brand(s)	
Contact Name	Title
Email	Phone
Facebook	Instagram
Pinterest	TikTok

#### Consumer Giveaway: Win Ice Cream for a Year

Please commit by **May 15** and mail coupons by **June 30**

Yes, I wish to submit 52 VIP coupons to be given to giveaway winners as prizes

Coupon value \$ \_\_\_\_\_

Note: Coupon value should cover the complete cost of one retail item

#### Custom Social Post on Easy Home Meals Platforms

Please submit accompanying JPG at least 800 pixels wide

Recipe/Product Name

Recipe/product URL

Website URL for redirect

2-3 key talking points for recipe or product

#### Banner Ad for EasyHomeMeals.com

Please submit PNG or JPG of artwork measuring 1000 pixels wide x 215 pixels high

URL for redirect

**Please mail coupons no later than June 30 to**

NFRA Ice Cream Giveaway  
2805 Old Post Road, Suite 310  
Harrisburg, PA 17110

**Please email the following to [Ellie@NFRAweb.org](mailto:Ellie@NFRAweb.org)**

- High-res brand logo(s) as EPS, JPG, or PNG file
- Website URL for redirect
- Completed Copyright Agreement Form
- Check here if NFRA already has your completed agreement
- Completed Sponsor Brief Form
- Banner ad artwork
- High-res JPG at least 800 pixels wide for custom social post
- Brand Style Guide, if applicable
- Legal mandates, register or copyright marks, claims, statements, or other legalities that we need to be aware of