# 2027 NFRA Sponsorship Program

## Unified Always-On Campaign: Elevating the Categories Year-Round

Studio-Produced **Video Content**

Targeted Paid **Email**

*discover* **more**

**Website/UX**
**925K** Annual Visitors

**Paid Media**
**25-28M** Impressions

**Brand Ambassador**
**20M** Estimated Followers on TikTok + Instagram

**Social Media**
**600K+** Followers

easy home meals

## 6 Customer Impact Windows Driven By Always-On Campaign

| JAN | FEB | MAR/APR/MAY | JUNE/JULY | AUG/SEP | OCT/NOV | DEC |
|---|---|---|---|---|---|---|
| Discover More | Game Day | Spring Gatherings | Summer Fun | Back-To-School Fuel | Fall Tailgating | Holiday Magic |

## Exclusive Sponsor Benefits

| Sponsorship Level | EXPLORER | NAVIGATOR | PATHFINDER | CHAMPION |
|---|---|---|---|---|
| Availability | - | - | 10 Sponsorships Available | 15 Sponsorships Available |
| Participation | Choice of 1 Impact Window | Choice of 2 Impact Windows | Choice of 4 Impact Windows | Includes All 6 Impact Windows + Jan. Bonus |
| Includes Meeting Room at NFRA Convention | - | - | - | ✓ |
| Complimentary Convention Registrations | - | 1 | 2 | 3 |
| Ad Space in Convention Preview Magazine | - | - | 1/8 page | 1/4 page |
| Ad Space in Convention Program & Directory | - | - | 1/8 page | 1/4 page |
| Your Logo on Convention Signage & Materials | ✓ | ✓ | ✓ | ✓ |
| Your Logo on Executive Conference Signage & Materials | ✓ | ✓ | ✓ | ✓ |
| Price Beginning December 1 | $12,000 | $23,500 | $46,500 | $75,000 |
| Early Bird Price (Register by Nov. 30) | $10,500 (Save $1,500) | $20,500 (Save $3,000) | $39,500 (Save $7,000) | $65,000 (Save $10,000) |

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## Benefits Included at Every Sponsorship Level

| Website & Email | |
|---|---|
| **Your Logo + Link on NFRA Website During Impact Window** | **Your Logo + Link in Easy Home Meals Newsletters** |
| **Inclusion in Recipes on EasyHomeMeals.com** | **Inclusion in Consumer-Facing Newsletters** |
| **Easy Home Meals Sponsored Article/Content** | **Inclusion in Industry-Facing (B2B) New Products Newsletters** |

| Brand-Tailored Activations During Selected Impact Windows | |
|---|---|
| **Shoppable Storefront on EasyHomeMeals.com**<br>*Branded content and Product Display Page (PDP) with ability to refresh monthly based on seasonality and integrated using Pear Commerce* | **Social Media Content Shared via Easy Home Meals**<br>*Content posted in collaboration with participating brand (ex: Recipes, blogs, and influencer content)* |
| **Studio-Produced Video Content with Dish Works**<br>*Style, content and production coordinated prior to each selected Impact Window* | **Inclusion in Consumer-Facing New Products Newsletter**<br>*Curated quarterly and distributed to 117,000 opt-in subscribers* |

**Influencer Pairing & Execution**

| | | | |
|---|---|---|---|
| **EXPLORER:** 1 ENGAGEMENT | **NAVIGATOR:** 1 ENGAGEMENT | **PATHFINDER:** 2 ENGAGEMENTS | **CHAMPION:** 3 ENGAGEMENTS |

**Optional Enhancements** *(additional fee applies)*

| | | |
|---|---|---|
| **Shoppable Recipes on Your Brand's Storefront**<br>*Recipe ingredients on your page have the option to become shoppable through Pear integration* | **Retargeted Digital Display**<br>*Brand supplied creative retargeted from EasyHomeMeals.com through partner platforms* | **Shoppable Social Ads**<br>*Shoppable product carousels served through the META platform* |

| Shared Activations During Impact Windows | |
|---|---|
| **Storytelling Video**<br>*Seasonal video produced with participating brand logos featured on end card* | **Streaming Video**<br>*Pre-roll, YouTube, OTT* |
| **Digital Display**<br>*Native and Digital Display retargeting relevant users from EasyHomeMeals.com* | **Paid Social Media**<br>*Promotional posts supported through paid META and TikTok* |
| **Paid Email**<br>*Targeted email deployments promoting impact window and participating brands* | **Sweepstakes**<br>*$10,000 Sweepstakes during February (Game Day) and August/September (Back to School Fuel) Impact Windows, brought to you by participating brands* |
| **Virtual Media Tours**<br>*Satellite Media Tours during March (Spring Gatherings) and June (Summer Fun) Impact Windows feature products from participating brands* | **Commissioned Research by Morning Consult**<br>*Prior to each impact window, all participating brands will have exclusive access to timely consumer insights* |

# 2027 NFRA Sponsorship Program Participation Form

discover more | easy home meals | NFRA

## Select Your Sponsorship Level

| ☐ EXPLORER | ☐ NAVIGATOR | ☐ PATHFINDER | ☐ CHAMPION |
|---|---|---|---|
| Unlimited Availability | Unlimited Availability | 10 Sponsorships Available | 15 Sponsorships Available |
| Choice of 1 Impact Window | Choice of 2 Impact Windows | Choice of 4 Impact Windows | Includes All 6 Impact Windows |
| $12,000 | $23,500 | $46,500 | $75,000 |
| $10,500* (Save $1,500) | $20,500* (Save $3,000) | $39,500* (Save $7,000) | $65,000* (Save $10,000) |

**Interested in upgrade options?**

☐ Yes!
☐ No, thank you

*Register by **11/30** for early bird pricing

## Select Your Customer Impact Window(s)

*Companies with multiple brands must designate (1) brand per Impact Window*

| ☐ JAN | ☐ FEB | ☐ MAR/APR/MAY | ☐ JUNE/JULY | ☐ AUG/SEP | ☐ OCT/NOV | ☐ DEC |
|---|---|---|---|---|---|---|
| **Discover More** | **Game Day** | **Spring Gatherings** | **Summer Fun** | **Back-To-School Fuel** | **Fall Tailgating** | **Holiday Magic** |
| Brand Name: | Brand Name: | Brand Name: | Brand Name: | Brand Name: | Brand Name: | Brand Name: |

## Contact Information

Name _____ Job Title _____

Email Address _____ Phone _____

Company Name _____ Website _____

Company Address _____

City _____ State _____ Zip _____

Marketing Contact _____ Job Title _____

Email Address _____ Phone _____

Billing Contact _____ Job Title _____

Email Address _____ Phone _____

## Payment Information

**Payment Method** ☐ **Visa** ☐ **MasterCard** ☐ **Discover** ☐ **American Express**

Card Number _____ Exp. Date _____ CVV _____

Name on Card _____ Signature _____

*A 3% processing fee applies to all credit card payments.*

☐ **Check Enclosed** *(Payable to NFRA)* ☐ **Invoice Me** *(Payment due upon receipt)*

☐ **ACH/Wire Transfer** *(If checked, NFRA will send details to the Billing Contact)*

**Questions?**
Please contact Kevin Wert,
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