




NFRA

2026 Partnerships Guide **National Frozen & Refrigerated Foods Association**



Table of Contents

This Partnership Guide serves as a roadmap to NFRA's 2026 opportunities, outlining the programs, sponsorships, and visibility options available throughout the year. Each section is designed to help members identify the opportunities that best align with their goals and level of involvement.

About NFRA[®]

Learn who NFRA serves, how the organization supports the cold chain, and the mission driving year-round industry growth.

Impact[®]

Explore NFRA initiatives that develop future leaders, recognize excellence, and engage consumers through trusted outreach.

National Promotions[®]

Discover NFRA's national consumer promotions that drive visibility, engagement, and sales across the frozen and refrigerated aisles.

PR Campaigns[®]

See how NFRA elevates category storytelling through national PR, influencer partnerships, and multi-channel media reach.

Industry Events[®]

Connect with decision-makers at NFRA's Executive Conference and the NFRA Convention. The Executive Conference focuses on education and relationship-building, while the Convention centers on business meetings, industry leadership, and recognition.

Contact NFRA[®]

Get in touch to learn more about partnership opportunities, sponsorships, or how to connect with the NFRA team.

About NFRA

Advancing the Frozen & Refrigerated Foods Industry. Together.

Since 1945, the National Frozen & Refrigerated Foods Association (NFRA) has served as the trusted voice of the cold chain, bringing together manufacturers, retailers, wholesalers, distributors, sales agents, logistics providers, and suppliers to strengthen the frozen and refrigerated categories. Our members represent every corner of the industry, collectively committed to category education, innovation, and long-term growth.

NFRA's mission of promoting and increasing the sales and consumption of frozen and refrigerated foods comes to life through year-round initiatives that engage consumers, support retailers, amplify category storytelling, and equip members with insights, resources, and visibility to succeed in a rapidly evolving marketplace. From national promotions and PR campaigns to consumer outreach, research, industry events, and leadership development, NFRA provides the programs and support that strengthen the entire industry.

Together, we elevate the categories, empower our members, and move the frozen and refrigerated foods industry forward.

Why Partnerships Matter

NFRA's programs are designed to support members across the frozen and refrigerated foods industry, whether the goal is to increase visibility, launch innovation, reach consumers, or strengthen relationships with retailers. Partnering with NFRA integrates your brand into the national storytelling, consumer engagement, and industry dialogue that shape category relevance.

Partnering with NFRA Provides Your Organization:

- Integration into national category storytelling and education
- Opportunities to engage and support retail partners
- A meaningful role in strengthening the broader frozen and refrigerated foods industry
- High-impact visibility across trusted consumer and industry channels:

WEBSITE

2.3M Annual Page Views

816.5K Active Users
160% YoY increase in Page 1 Google keyword rankings



SOCIAL MEDIA

2.7+ Billion Annual Impressions

FOLLOWERS:



483K



92.1K



13.7K



7.6K



Impact

Leadership, Recognition, & Engagement

NFRA invests in developing future industry leaders, celebrating excellence across the cold chain, and engaging consumers through powerful lifestyle content.



Golden Penguin Awards

The Golden Penguin Awards recognize outstanding marketing and merchandising efforts supporting NFRA's three annual promotions, March Frozen Food Month, June Dairy Month, and Summer Favorites Ice Cream and Novelties. Retailers, wholesalers, manufacturers, sales agents, and local associations submit programs of all sizes, with winners recognized each year during the NFRA Convention.



First Penguin Next Generation Leadership Program

This program supports rising professionals in the frozen and refrigerated CPG and retail space. Inspired by the idea that someone must be the first to take the leap, the program encourages emerging leaders to take smart risks, expand their skills, and drive innovation within the industry.

Sponsorship opportunities² support program development, visibility, and engagement with emerging leaders and innovative brands.



EasyHomeMeals.com

Easy Home Meals is NFRA's consumer lifestyle brand, trusted for simple, affordable, craveable ideas using frozen and refrigerated foods. Through recipes, cooking tips, seasonal inspiration, and everyday solutions, Easy Home Meals meets consumers where they are and highlights the convenience, versatility, and value of our categories.



EASY HOME MEALS ENGAGES SHOPPERS ACROSS:

TikTok | Instagram | Facebook | Pinterest
YouTube | EasyHomeMeals.com
Email newsletters (100k+ subscribers)



Sponsor content is woven into recipes, videos, seasonal guides, contests, and influencer collaborations, helping brands reach consumers year-round.

National Promotions

NFRA leads four national consumer promotions designed to keep frozen and refrigerated foods top-of-mind and to reach shoppers at key buying moments. Each program includes turnkey toolkits, in-store resources, social content, retail activation support, and opportunities for enhanced brand visibility.

March Frozen Food Month



A signature NFRA promotion that highlights the variety, convenience, and quality of frozen foods. This campaign educates consumers, drives relevance, and reinforces modern usage through turnkey assets available to all members, with enhanced visibility options for participating sponsors.

March Frozen Food Month² provides sponsors with a powerful opportunity to secure millions of impressions, activate high-intent shoppers, and strengthen brand visibility at a peak category moment.

SPONSORSHIPS: \$25,500 - \$41,500

June Dairy Month



A long-standing celebration of refrigerated dairy products, showcasing the heritage, innovation, and everyday importance of the dairy category. This promotion reaches consumers through recipes, education, and storytelling, supported by member-accessible assets and elevated sponsor opportunities.

June Dairy Month² provides sponsors with expansive consumer reach, delivering millions of impressions, optional shopper marketing activations, and a unique opportunity to amplify the innovation and everyday relevance of the dairy aisle.

SPONSORSHIPS: \$25,500 - \$36,500

Easy Home Meals Activations



NFRA's consumer-facing brand, Easy Home Meals, connects with millions of shoppers each month through craveable recipes, meal inspiration, and trusted food content.

Sponsors are featured across premium, co-branded content on the EHM platform, including:

- Custom influencer videos with paid amplification
- 30-second branded recipe video with full usage rights
- Social posts supported by targeted media spend
- Homepage banner ads on EasyHomeMeals.com
- Inclusion in the Easy Home Meals consumer newsletter

Both **March Frozen Food Month** and **June Dairy Month** include a customizable list of activations including:

Add-to-List
One-click list adds while consumers plan their trips

Add-to-Cart
Direct cart placement through Instacart or retailer campaigns

Recipe Selector
Appear in interactive, shoppable recipe ads

Keyword Intercepts
Reach shoppers via relevant food and product searches

Flipp® Circular Integration
Show up in the circulars where meal planning begins

POWERED BY:



National Promotions

Summer Favorites Ice Cream & Novelties



A seasonal activation designed to energize shoppers during peak summer months. This promotion highlights ice cream and novelty favorites, drives incremental sales, and provides fun, high-engagement content for members and participating sponsors. **Summer Favorites[®]** gives sponsors timely visibility during peak category months, supported by fun, high-engagement content and a national sweepstakes that drives strong consumer participation and incremental interest on the shelf.

SPONSORSHIPS: \$1,500 - \$9,000

*Summer Favorites
Activations can include:*

- Brand exposure to consumers - you receive full sponsor recap showing reach!
- Participating brands featured throughout Easy Home Meals social media & website
- Media outreach through PR Newswire
- Digital toolkit with resources for social media and PR activations
- Consumer Sweepstakes & give-a-ways

ReDiscover Dairy & Frozen (January)



NFRA's first promotion of the year reintroduces shoppers to the convenience, value, versatility, and creativity found across both aisles. This complimentary member program features four themed weeks and provides turnkey assets that drive early-year engagement and support retail activation. **ReDiscover[®]** gives members an easy, high-visibility way to spark shopper interest at the start of the year, delivering broad reach, fresh category storytelling, and a strong foundation for months that follow.

SPONSORSHIPS: INCLUDED WITH NFRA MEMBERSHIP

PR Campaigns

NFRA's two national **PR campaigns**⁷ elevate the story of frozen and refrigerated foods through modern category storytelling, influencer partnerships, virtual media tours, and amplification across Easy Home Meals and partner channels.



PR sponsorships are available at four levels with benefits increasing by tier. Sponsors may receive a mix of:

- Influencer integration and product placement
- Social media engagement on Easy Home Meals channels
- Inclusion in Easy Home Meals content, recipes, and sponsored articles
- Logo recognition in newsletters, NFRAweb.org, EasyHomeMeals.com
- New Products Newsletter exposure to 100,000+ consumer contacts
- Media outreach visibility
- Convention visibility and added on-site benefits (Gold/Platinum tiers)
- Annual sponsor recap with screenshots and metrics

SPONSORSHIPS: \$2,500-\$25,000

Dairy... *and Beyond*

This campaign elevates the versatility and nutritional value of refrigerated foods, spotlighting staples and specialty items alike—including cheeses, yogurts, dips, juices, refrigerated doughs, and more. Dairy...and Beyond. emphasizes convenience, creativity, and innovation, educating consumers on fresh ways to incorporate refrigerated products into meals, snacks, and daily routines.

Real Food. *frozen.*

This campaign showcases the quality, convenience, and innovation within the frozen foods aisle. Featuring real ingredients, chef-inspired recipes, and a broad range of options—from fruits and vegetables to prepared meals and indulgent treats—Real Food. Frozen. highlights the modern relevance of frozen foods and inspires consumers to explore their versatility in everyday cooking.

These integrated, year-round campaigns are designed to drive awareness, increase usage occasions, and inspire new ways to enjoy our categories.

Sponsorship options allow brands to integrate into national media, influencer content, and consumer storytelling.

Full benefit checklists for each campaign are available here:

[Frozen PR Benefits List⁷](#)

[Refrigerated PR Benefits List⁷](#)

EASYHOMEMEALS.COM

2.4M Annual Page Views

860K Active Users
1.75M Yearly Sessions

NEWSLETTERS

110,000+ Consumer Email List

SOCIAL MEDIA

FOLLOWERS:

484K

92K

13.6K

VIEWS/MO.:

1.1M



Advertising

NFRA offers digital and print advertising across high-traffic industry and consumer channels:

Print

Convention Preview Magazine

Mailed and emailed to the full NFRA membership ahead of the Convention, this publication reaches more than 3,000 industry executives during the key planning period. *The Preview Magazine highlights business meetings, speakers, sponsors, and industry research, making it one of the most widely read communications leading up to the event and a highly effective platform for pre-Convention visibility.*

Convention Program & Directory

Distributed on-site to all Convention attendees, the Program & Directory is the official guide for the event. It includes the full schedule, speaker details, floor plans, sponsor recognition, and a comprehensive attendee list with contact information. *This publication is used throughout the Convention and referenced afterward, giving advertisers direct visibility with hundreds of senior-level industry executives in a high-engagement environment.*

STARTING AT \$960

Digital

- NFRAweb.org**
- NFRAConvention.org**
- NFRAExecutiveConference.org**
- EasyHomeMeals.com**
- Industry Insider Newsletter**

STARTING AT \$305

Advertising through NFRA reaches highly engaged industry professionals, retailers, and consumers to strengthen visibility, support brand storytelling, and drive meaningful engagement across the frozen and refrigerated foods marketplace.





NFRAExecutiveConference.org

Industry Events

These events deliver unmatched access to decision-makers, retailers, and category leaders, while also offering education, insights, and relationship-building opportunities, making them prime sponsorship platforms for brands seeking visibility and business connections.



NFRAConvention.org





Conference Sponsorships

Platinum Sponsorship

\$8,000 EXCLUSIVE

Includes 3 complimentary full conference registrations, a homepage advertisement on the Conference website, the exclusive opportunity to introduce a retailer keynote speaker, premium logo placement, and recognition across all promotional materials and on-site signage.

ONE SPONSORSHIP AVAILABLE

Gold Sponsorship

\$5,000 LIMITED

Includes 2 complimentary full conference registrations, a Conference website advertisement, prominent logo placement, and brand recognition across promotional materials and on-site signage.

TWO SPONSORSHIPS AVAILABLE

Silver Sponsorship

\$3,000 LIMITED

Includes 1 complimentary full conference registration, prominent logo placement, and brand recognition across promotional materials and on-site signage.

THREE SPONSORSHIPS AVAILABLE

Casual networking receptions and a golf tournament allow colleagues to meet and new connections to be formed.



NFRA EXECUTIVE CONFERENCE

APRIL 12-15, 2026 | TEMPE, AZ

NFRAExecutiveConference.org

The Executive Conference brings frozen and refrigerated food decision-makers together to discuss the most recent trends, challenges, and opportunities facing the entire industry.

Golf Tournament Sponsorships

Golf Tournament Awards Reception

\$5,000 EXCLUSIVE

Includes 3 complimentary golf rounds, on-site signage at the tournament and awards reception, and brand recognition across Conference promotions and the golf happy hour.

ONE SPONSORSHIP AVAILABLE

Golf Beverage Cart Sponsorships

\$2,500 LIMITED

Includes 2 complimentary golf rounds, on-course signage, and brand recognition in Conference promotional materials.

TWO SPONSORSHIPS AVAILABLE



High-Impact Networking & Hospitality Sponsorships

THREE SPONSORSHIPS AVAILABLE FOR EACH

NFRA Networking Reception

\$12,500

Includes 4 complimentary registrations, plus reception branding and full promotional visibility.

Annual Membership Luncheon

\$10,000

Includes 3 complimentary registrations, with branding during the business meeting and awards programming.

Golden Penguin Awards Luncheon

\$10,000

Includes 3 complimentary registrations, with recognition during the awards experience.

New Member Reception

\$7,500

Includes 3 complimentary registrations, with visibility during onboarding and mentoring reception.

Engagement & Experience Sponsorships

THREE SPONSORSHIPS AVAILABLE FOR EACH, EXCLUDING GENERAL SPONSORS

Bars & Beverage Sponsorships

\$6,000

(Taste of Excellence Bars, Networking Reception Bars, Café NFRA Beverage Station, Retailer Refreshment Stations) Includes 2 complimentary registrations and high-traffic brand visibility.

Mobile App Sponsorship

\$6,000

Includes 2 complimentary registrations, plus branded in-app presence and website visibility.

Café NFRA Wi-Fi Hotspot

\$6,000

Includes 2 complimentary registrations and prominent connectivity branding.

General Sponsor

\$3,500

Includes 1 complimentary registration, a 50% discount on print advertising, and recognition across signage, the mobile app, and the event website.

OPEN SPONSORSHIPS AVAILABLE



OCTOBER 17-20, 2026 | NATIONAL HARBOR, MD

NFRAConvention.org

The NFRA Convention is the premier gathering for the frozen and refrigerated food industry, bringing together leaders from across the supply chain to showcase innovation, conduct high-value business meetings, sample products, and build strategic partnerships. This flagship event delivers unmatched access, visibility, and influence with decision-makers driving the category forward.

Premier Sponsorship Experiences

Taste of Excellence Reception

\$40,000 EXCLUSIVE

Eligible: Sales Agent, Logistics Provider, or Supplier members

Includes 15 complimentary registrations and a tabletop exhibit, plus premium digital, print, and email advertising placements, a dedicated NFRA LinkedIn feature, and heightened visibility across event signage, mobile app, and website.

ONE SPONSORSHIP AVAILABLE

Retailer Meeting Room Experience

\$20,000 EXCLUSIVE

Includes 7 complimentary registrations, branded in-room presence, Wi-Fi and presentation support, and premium print, digital, and on-site visibility.

ONE SPONSORSHIP AVAILABLE

Breakfast Sessions

\$30,000 EACH*

Includes 10 complimentary registrations, co-hosting rights and speaker introduction, premium print and digital advertising, and prominent on-site and digital brand recognition.

*ONE SPONSORSHIP PER DAY AVAILABLE – MONDAY AND TUESDAY



NFRA Convention 2026 Sponsorship sales open March 1, 2026.

NFRAWEB.ORG | 2026 PARTNERSHIPS GUIDE



Let's Build Your 2026 Presence Together

**For sponsorships,
advertising, or
partnership inquiries,
please contact:**

Matthew Point
Senior Vice President, Strategy & Operations

Matthew@nfraweb.org
717-657-8601

National Frozen & Refrigerated Foods Association
2805 Old Post Rd., Suite 310
Harrisburg, PA 17110

NFRAweb.org