



Frozen & Refrigerated Food Council OF NORTHERN CALIFORNIA

MARCH • 2017 FROZEN FOOD MONTH • FEB. 26 – MAR. 26, 2017

TAKE A FRESH LOOK AT FROZEN

Promotion Level 1 – \$16,000

SIGN UP FOR THIS PACKAGE AND GET

50% OFF LEVEL ONE SEPTEMBER – BACK TO SCHOOL PROMOTION

Retail Support

Food Maxx: Two week mandatory end cap or bunker display, limit (8). Your product in the bi-weekly ad. PRODUCT DISTRIBUTION TO COVER AD AND DISPLAY. Your product in March four color weekly flyer. Contact CSM for dates. Four week TPR on product.

Food Source: Two week mandatory display, limit (6). Your product in four week March Frozen Food month in-store flyer. Website posting of your item. Four week TPR, contact Category Manager for dates.

Lucky: One week display of your product. Your product in weekly ad supporting promotion and PRODUCT DISTRIBUTION TO COVER AD AND DISPLAY. Work with CSM on opportunity to have downloadable digital coupons on “Lucky You” program. Contact CMS for more details. Deals need to be presented to CSM by January 1, 2017 to guarantee performance.

Three week TPR. Contact Customer Solution Merchant for dates and opportunity.

Raley’s, Bel Air and Nob Hill Foods: Your product in weekly circular ad and digital ad in March (category merchant discretion on ad week). Also, one week on the visual planner with one week display, PRODUCT DISTRIBUTION TO COVER AD AND DISPLAY. Opportunity to have downloadable coupon onto Raley’s “Something Extra” card with minimal 50,000 Digital Impressions of your product. Contact merchant for ad dates.

Safeway: Prominent Ad Block with price point in “March Big Book” contact Category Director for dates. Social Media support information to come.

Save Mart: One week display of your product. Your product in weekly ad supporting promotion. Three week TPR.

Contact Category Manger for dates

Unified Grocers: Your product in collage of participating brands to run in monthly coupon booklet. TPR duration of promotion

300,000 - Printed Coupon Flyers:

Placed in retailer frozen food aisles and inserted into local newspapers near participating retailer stores (Bay Area, Sacramento and Modesto/ Stockton market).

Facebook & Twitter Social Media

Marketing: Weekly Tweets and Facebook posting during four week promotion.

What’s New: Your product place in “What’s New” section of coupon flyer. Opportunity to promote new item or line extension.

Meal Solutions & Recipe page:

Your product showcasing meal solutions or recipe in Coupon Flyer

Web posting: Your coupon, meal solution or recipe posted on Council website. Links to participant’s website

Promotion Level 2 – \$12,500

SIGN UP FOR THIS PACKAGE AND GET

25% OFF LEVEL TWO SEPTEMBER – BACK TO SCHOOL PROMOTION

Retail Support

Food Maxx: One week display of your product (limit 6). Your product in March four color weekly flyer. 4 week TPR on product. Contact CSM for dates.

Food Source: One week optional display of your product (limit 6). TPR on product, contact Category Manager for dates.

Lucky: Your product in weekly ad supporting promotion. One week optional display of your product per CSM discretion. Work with CSM on opportunity to have downloadable digital coupons on *"Lucky You"* program. Contact CMS for more details. Deals need to be presented to CSM by January 1, 2017 to guarantee performance. Three week TPR. Contact Customer Solution

Merchant for dates and opportunity.

Raley's, Bel Air and Nob Hill Foods: Your product in weekly paper ad and digital ad in March (category merchant discretion on ad week). Also, one week on the visual planner as optional display. Opportunity to have downloadable coupon onto Raley's *"Something Extra"* card with minimal 50,000 Digital Impression of your product. Contact merchant for ad date.

Safeway: Secondary ad block with price point in *"March Big Book."* Contact Category Director for dates.

Save Mart: Your product in weekly ad. One week optional display of your product. Two week TPR. Contact Category Manager for dates.

Unified Grocers: Your product in collage of participating brands to run in monthly coupon booklet. TPR duration of promotion

300,000 Printed Coupon Flyers: Placed in retailer frozen food aisles and inserted into local newspapers near participating retailer stores (Bay Area, Sacramento and Modesto/Stockton market).

What's New: Your product place in "What's New" section of coupon booklet. Opportunity to promote new item or line extension.

Meal Solutions & Recipe Page: Your product showcasing meal solutions or recipe in Coupon Flyer.

Web posting: Your coupon posted on Council website.

Promotion Level 3 – \$8,500

Retail Support

Food Maxx: Four week TPR on product. Contact CSM for dates.

Food Source: TPR on product, contact Category Manager for dates.

Lucky: Your product in weekly ad. Opportunity to have downloadable digital coupons on *"Lucky You"* promotion. Deals need to be presented to CSM by January 1, 2017 to guarantee performance. Three week TPR. Contact Customer Solution Merchant for dates and opportunity.

Raley's, Bel Air and Nob

Hill Foods: Digital weekly ad. Opportunity to have downloadable

coupon onto Raley's *"Something Extra"* card with minimal 50,000 Digital Impressions of your product. Contact merchant for digital ad date.

Safeway: Collage ad block in *"March Big Book"* per director category discretion. Contact category director for dates.

SaveMart: Your product in weekly ad. Contact Category Manager for dates.

Unified Grocers: Your product in collage of participating brands to run in monthly coupon booklet. TPR duration of promotion

300,000 Printed Coupon Flyers: Placed in retailer frozen food aisles and inserted into local newspapers near participating retailer stores (Bay Area, Sacramento and Modesto/Stockton market).

What's New: Your product place in "What's New" section of coupon booklet. Opportunity to promote new item or line extension.

Meal Solutions & Recipe Page: Your product showcasing meal solutions or recipe in Coupon Flyer.

Web posting: Your coupon posted on Council website.



*Healthy, Natural
& Wellness*

Healthier, Natural & Wellness Option Level 4 – \$5,000

Retail Support

Food Maxx: Your product in wellness collage and placed in March in-store flyer. TPR on product. Contact CSM for dates.

Lucky: Opportunity to have downloadable digital coupons on “*Lucky You*” promotion. Deals need to be presented to CSM by January 1, 2017 to guarantee performance. Three week TPR. Contact Customer Solution Merchant for dates and opportunity.

Raley’s, Bel Air & Nob Hill Foods: Digital weekly ad in March. Opportunity to have downloadable coupon onto Raley’s “*Something Extra*” card with minimal 50,000 Digital Impressions of your product. Your product could be featured in the weekly circular ad in March in March in the “*Eat Well, Live Well*”

section (merchant option depending on vendor participation).

Save Mart: Digital weekly ad. Contact Manager for dates.

300,000 - Printed Coupon Flyers: Placed in retailer frozen food aisles and inserted into local newspapers near participating retailer stores (Bay Area, Sacramento and Modesto/Stockton market).

Your product in section of flyer versioned “**Healthier, Natural and Wellness**”

Web posting: Your coupon or ad posted on Council website.

Coupon or Ad: Placed in flyer TPR on product per retailer discretion



TAKE FRESH LOOK AT FROZEN

PARTICIPATION AGREEMENT

The undersigned Company agrees to the following:

1. The Company will specify the brand(s), item(s) and amount of cents-off coupon(s) to be distributed in the Council program and submits same with the required entry fee and a signed copy of this agreement. Failure to submit payment forty-five (45) prior to program commencement will subject balance due to a two (2) percent per month finance charge as allowed by law; failure to remit within thirty (30) days after performance may result in a retailer deduction for the full amount plus any late fees.
2. The Company will prepare or instruct the Council's production agency to prepare, on or before the deadline, the necessary artwork to the specifications of the program; failure to do so will result in forfeiture of the entry fee;
3. The Company will bear exclusive responsibility for compliance with all applicable laws and regulations relating to the brand and item(s) advertised and for entire costs of coupon redemption unless arrangements are made for the program to redeem. Cancellation penalty with less than 90 (ninety) day notice is 50% entry fee and less than 60 (sixty) day notice is 100% of fee.

The program sponsors agree to the following responsibilities, acting through its agents and vendors to:

1. Guarantee performance levels as described in the program or rebate to the Company a pro rata amount based on percentage of achievement so long as the Company has fulfilled all other terms of this agreement;
2. Issue all insertion and broadcast orders to participating media specifying the most advantageous position available, collect all proofs of performance at the conclusion of the program and make available copies of same for review by the Company. Program sponsors reserve the right to postpone or terminate the program at their discretion for any reason deemed appropriate and as a result of any such action will be limited in liability solely to the refund of any consideration paid by the Company. This agreement will be governed by California law and constitutes the entire agreement of the parties involved.

SIGN UP THE FOLLOWING BRAND AND INVOICE AS SHOWN

LEVEL 1 – \$16,000 LEVEL 2 – \$12,500 LEVEL 3 – \$8,500
 HEALTHY, NATURAL & WELLNESS OPTION LEVEL 4 – \$5,000

SIGNATURE _____ DATE _____

NAME _____ TITLE _____

COMPANY _____ PHONE _____

ADDRESS _____ FAX _____

BRAND/PRODUCT(S) _____ COUPON VALUE _____

10 -15 Word Product Description _____

CONTACT FOR ARTWORK _____ PHONE _____

CAN COUPON BE POSTED ON COUNCIL WEBSITE YES NO

MEAL SOLUTION OR RECIPE: _____

WHATS NEW ITEM _____

COUPON ARTWORK: Macintosh formatted .PDF or .EPS file with all HIGH RESOLUTION encapsulated files and fonts included, or In-Design native file with all linked data included. Size 2" high x 4" wide horizontal format. Send to: Skip Kuebel: skiptown@comcast.net (NEED COUPON BY 12/1/2016. 10-15 word product description needed by 12/1/2016) What's New Item and Meal Solution needed by 12/1/2016.

ACCEPTED BY: _____

(Council Representative)

DATE _____

SIGN UP DEADLINE
DEC. 1, 2016
 (To be included in buyer presentations)

Please check if you require written confirmation

Please check if you require invoicing



MAKE CHECKS PAYABLE TO: **FROZEN & REFRIGERATED FOODS PROMOTIONS, INC.**
 (FRFP), P.O. BOX 1328, Tres Pinos, CA 95075 • Tel: 831-637-8561 • Cell: 831-207-0739
 Fax: 831-637-3630 Mary Ann Winkle Email: mawinkle@frfcouncil.com