



# Frozen & Refrigerated Food Council OF NORTHERN CALIFORNIA

Frozen & Refrigerated Food Council Promotion • Aug. 6th – Sept. 3rd, 2017

## AUGUST 2017 – FRFC PRESENTS: FAMILY FAVORITES FROZEN & REFRIGERATED FOODS FOR BACK TO SCHOOL

### 300,000 - Printed Coupon Flyers:

Placed in stores and inserted into Sunday, August 6th, 2017 local newspaper near participating retailer stores (Bay Area, Sacramento and Modesto/Stockton market)

### Facebook, Google, Pinterest, LinkedIn & Twitter Social

**Marketing:** Weekly Tweets and postings during four week promotion.

**What's New:** Your product placed 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 participants website.

## Promotion Level 1 – \$12,500

### Retail Support

**Food Maxx:** TWO week mandatory end cap or bunker display (limit 8). Your product in bi-weekly ad. Your product in full color four week August in-store flyer. Four week TPR contact CSM for dates.

**Food Source:** Two week mandatory display, Limit 6. Your product in four week August in-store flyer. Four week TPR, contact category manager for dates.

**Lucky:** One week mandatory display of your product. Your product in weekly ad supporting promotion. Three week TPR. Contact CSM for dates. Deals need to be presented by June 1st, 2017 to guarantee performance.

**Raley's, Bel Air and Nob Hill Foods:** Your product in weekly paper ad in August with one week display (category

merchant discretion on ad week). TPR on product for length of promotion. Contact merchant for ad date.

**Safeway:** Your product in weekly insert/circular ad with possible display (Assistant Sales Manager discretion) and one week TPR. Contact ASM for timing. **(Commitment deadline April 21, 2017)**

**Save Mart:** One week mandatory display of your product. Your product in weekly ad supporting promotion. Three week TPR. Contact CSM for dates.

**Unified Grocers:** Your product in collage of participating brands to run in monthly coupon booklet and/or weekly ad. TPR duration of promotion.



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### Level 2 – \$8,500

**300,000 Printed Coupon Flyers:** Placed in stores and inserted into Sunday, August 6th, 2017 local newspaper near participating retailer stores (Bay Area, Sacramento and Modesto/Stockton market)

**What's New:** Your product placed 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 participants website.

### Retail Support

**Food Maxx:** One week optional display of your product (limit 6). Your product in full color four week August in store flyer. 4 week TPR on product. Contact CSM for dates.

**Food Source:** Your product in August in-store flyer. One week optional display, Limit 6. Four week TPR, contact category manager for dates.

**Lucky:** Your product in weekly ad. One week optional display of your product per Customer Solutions Merchant discretion. Two week TPR. Contact CSM for dates and opportunity. Deals need to be presented by June 1st, 2017 guarantee performance.

**Raley's, Bel Air and Nob Hill Foods:** Your product in weekly paper or digital ad in August with one week display (category merchant discretion on ad week and display support). TPR on product for length of promotion. Contact merchant for ad date.

**Safeway:** Product in weekly insert/circular ad (Assistant Sales Manager discretion) and one week TPR. Contact ASM for timing.

(Commitment deadline April 21, 2017)

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

**Unified Grocers:** Your product in collage of participating brands to run in monthly coupon booklet and/or weekly ad. TPR duration of promotion.

### Level 3 – \$6,500

**300,000 - Printed Coupon Flyers:** Placed in stores and inserted into Sunday, August 6th, 2017, local newspaper 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

### Retail Support

**Food Maxx:** 4 week TPR on product. Contact CSM for dates.

**Food Source:** Four week TPR on product. Contact category manager for dates.

**Lucky:** Your product in weekly ad. Contact CSM for dates and opportunity. Deals need to be presented by June 1st, 2017 guarantee performance.

**Raley's, Bel Air and Nob Hill Foods:** Digital weekly ad. TPR on your product. Contact merchant for dates.

**Safeway:** One week TPR. Contact ASM for timing. (Commitment deadline April 21, 2017)

**Save Mart:** Your product in weekly ad. Contact CSM for dates and opportunity.

**Unified Grocers:** Your product in collage of participating brands to run in monthly coupon booklet and/or weekly ad. TPR duration of promotion

### Healthier, Natural & Wellness Option:

### Level Four – \$2,500

**300,000 - Printed Coupon Flyers:** Placed in stores and inserted into the Sunday, August 6th, 2017 into local newspaper near participating retailer stores (Bay Area, Sacramento and Modesto/Stockton market) Section of flyer versioned "Healthier, Natural and Wellness"

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

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

**Coupon or ad:** placed in flyer

**FoodMaxx:** Information to come.

**Lucky:** Digital ad. Contact CSM for dates.

**Raley's, Bel Air and Nob Hill Foods:** Digital weekly ad. TPR on product for portion of promotion. Contact merchant for digital ad date. Your product in section of flyer versioned "Healthier, Natural and Wellness"

**Unified Grocers:** Your product in collage of participating brands to run in monthly coupon booklet and/or weekly ad. TPR duration of promotion.



# FALL FAMILY FAVORITES with Frozen & Refrigerated Foods 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 – \$12,500    LEVEL 2 – \$8,500    LEVEL 3 – \$6,500  
HEALTHY, NATURAL & WELLNESS OPTION    LEVEL 4 – \$2,500

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

NAME \_\_\_\_\_ TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_ PHONE \_\_\_\_\_

ADDRESS \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_ COUPON VALUE \_\_\_\_\_

BRAND/PRODUCT(S) \_\_\_\_\_

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 5/19/2017. 10-15 word product description needed by 5/19/2017) What's New Item and Meal Solution needed by 5/19/2017.

ACCEPTED BY: \_\_\_\_\_

(Council Representative)

DATE \_\_\_\_\_

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

**SIGN UP DEADLINE**

**MAY. 5, 2017**

(To be included in buyer presentations)

Please check if you require  
written confirmation

Please check if you require  
invoicing

