



Frozen & Refrigerated Food Council OF NORTHERN CALIFORNIA

JUNE DAIRY MONTH 2019



Promotion Dates May 29th – July 2nd, 2019 • Sign-up Deadline Feb. 7, 2019

Level 1 – \$12,500

SUPPORT	SAFEWAY	RALEY'S	SAVE MART*	LUCKY*	FOOD MAXX*	FOOD SOURCE	NUGGET
Print Feature	Big Book Primary Feature – Price Point	2 week Ad Feature (6/12 to 6/25)	4 Week Flyer + 1 Week Ad Feature	4 week Flyer + 1 Week Ad Feature	2 Week Flyer		Two 1 Week Ad Feature
Display	Space Permitting	Space Permitting	2 Week	2 Week	2 Week	2 Week	1 Week Space Permitting
Product Plus-Out	X	X	X	X	X	X	X
TPR	X	X	X	X	X		X
Digital Support		2 Week Ad	Coupon	Coupon			X

Level 1 (check box)

Please NOTE: Please contact respective retailer category manager to negotiate your promotional price points. All dates and price points are up to the discretion of the retailer. *Display where available. Does not include Wall of Value for Food Maxx.

**OVER 600
PARTICIPATING
STORES!**

Level 2 – \$8,500

SUPPORT	SAFEWAY	RALEY'S	SAVE MART*	LUCKY*	FOOD MAXX*	FOOD SOURCE	NUGGET
Print Feature	Big Book Secondary Feature – Collage	2 Week Ad Feature (6/12 to 6/25)	1 Week Ad Feature	1 Week Ad Feature	2 Week Flyer		1 Week
Display	Space Permitting	Space Permitting	1 Week	1 Week	Optional	1 Week	50% of Stores Space Permitting
Product Plus-Out	X	X	X	X	X		Buyer Discretion
TPR			X	X	X	X	X
Digital Support		2 Week Ad	Coupon	Coupon			X

Level 2 (check box)

Please NOTE: Please contact respective retailer category manager to negotiate your promotional price points. All dates and price points are up to the discretion of the retailer. *Display where available. Does not include Wall of Value for Food Maxx.

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PARTICIPATION AGREEMENT

The undersigned agrees to the following: Actual retailer performance may vary. Payment remittance by July 26, 2019. Participation does not guarantee product placement in retailers not currently stocking. All price points (Feature and TPR) must be negotiated directly with each retailer. Display availability varies by store. Funds are marketing and/or discretionary non-trade dollars.

BRAND(S) _____

PRODUCT DESCRIPTION _____

NAME _____

SIGNATURE _____ DATE _____

COMPANY _____ TITLE _____

ADDRESS _____ PHONE _____

EMAIL ADDRESS _____

ENTER LEVEL COMMITMENT \$ AMOUNT

LEVEL 1: \$ _____ LEVEL 2: \$ _____
\$12,500 \$8,500

OPTIONAL 2019 EVENT PREPAYMENTS

GOLF FOURSOME (SEPT/19)	\$ _____	(Add \$650 per Foursome)
GOLF INDIVIDUAL (SEPT/19)	\$ _____	(Add \$200 for Individual)
ANNUAL LUNCHEON TABLE (NOV/19)	\$ _____	(Add \$700 for Table of 8)
ANNUAL LUNCHEON INDIVIDUAL (NOV/19)	\$ _____	(Add \$80 for Individuals)
TOTAL TO BE BILLED	\$ _____	

SIGN UP DEADLINE FEBRUARY 7, 2019

**MAKE CHECKS PAYABLE TO:
FROZEN & REFRIGERATED FOODS PROMOTIONS, INC. (FRFC)**

c/o Lori Cooper, FRFC
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