

# WINTER FESTIVAL OF SAVINGS 2019

CELEBRATING MARCH FROZEN FOOD MONTH

**Promotion Details:** SaveMart/Lucky/FoodMaxx support will run January/February 2019. All remaining retailers will run during March National Frozen Food Month 2019. All sponsors during event will receive inclusion in Council Website, FaceBook/Twitter postings, Website linking.



LEVEL ONE \$16,000								
SUPPORT	SAFEWAY	RALEY'S	SAVE MART	LUCKY	FOODMAXX	FOOD SOURCE	NUGGET	SUPER VALU
Primary Feature	March Big Book Large Block	One 2-Week Ad Feature	4-Week Flyer	4-Week Flyer	2-Week Flyer	One 2-Week Ad Feature	Two 1-Week Ads	March Coupon Book
Secondary Feature			1-Week Ad	1-Week Ad				
Display	Min. 1 Week 50% of Stores	1-Week	4-Week	4-Week	2-Week	1-Week	1-Week	
Product Plus-out	✓	✓	✓	✓	✓	✓	✓	
TPR	✓	✓	✓	✓	4-Week	✓	✓	✓
Digital Ad		✓	✓	✓			✓	



LEVEL TWO \$12,000								
SUPPORT	SAFEWAY	RALEY'S	SAVE MART	LUCKY	FOODMAXX	FOOD SOURCE	NUGGET	SUPERVALU
Primary Feature	March Big Book Small Block	One 2-Week Ad Features	4-Week Flyer	4-Week Flyer	Optional 2-Week Flyer	One 2-Week Ad Features	One 1-Week Ad	March Coupon Book
Secondary Feature			1-Week Ad	1-Week Ad				
Display	Buyer Discretion	Limited # of Stores	Optional	Optional	Optional	Limited	Min. 50% of Stores	
Product Plus-out	Buyer Discretion	Buyer Discretion	Buyer Discretion	Buyer Discretion	Buyer Discretion	Buyer Discretion	Buyer Discretion	
TPR	✓	✓	✓	✓	4-Week	✓	✓	✓
Digital Ad		✓	✓	✓			✓	

LEVEL THREE \$8,000								
SUPPORT	SAFEWAY	RALEY'S	SAVE MART	LUCKY	FOODMAXX	FOOD SOURCE	NUGGET	SUPER VALU
Primary Feature			4-Week Flyer	4-Week Flyer	Optional 2-Week Flyer			March Coupon Book
Secondary Feature	March Big Book Collage Ad Block	One 2-Week Ad Feature	Optional 1-Week Ad	Optional 1-Week Ad		One 2-Week Ad Features	1-Week Ad	
Display								
Product Plus-out								
TPR	✓	✓	✓	✓	4-Week	✓		
Digital Ad		✓	✓	✓			✓	



Frozen & Refrigerated  
Food Council OF NORTHERN CALIFORNIA



# WINTER FESTIVAL OF SAVINGS 2019

CELEBRATING MARCH FROZEN FOOD MONTH

## PARTICIPATION AGREEMENT

The undersigned agrees to the following: Actual retailer performance may vary. Payment remittance by April 30, 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. 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: \$ \_\_\_\_\_ LEVEL 3: \$ \_\_\_\_\_  
\$16,000 \$12,000 \$8,000

## 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 10)

ANNUAL LUNCHEON INDIVIDUAL (NOV/19) \$ \_\_\_\_\_ (Add \$80 for Individuals)

**TOTAL TO BE BILLED** \$ \_\_\_\_\_

**SIGN UP DEADLINE SEPTEMBER 28, 2018**

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

c/o Lori Cooper, Director  
P.O. Box 376, Roseville, CA 95678

• Tel: 916-749-3250 Home Office • Cell: 916-622-8760

Email: lcooper@frfcouncil.com

