



Frozen & Refrigerated Food Council OF NORTHERN CALIFORNIA

MARCH FROZEN FOOD MONTH – 2020



Promotion Dates March 1 – March 31, 2020 • Sign-up Deadline November 22, 2019

SAFEWAY	LEVEL 1 – 16,500	LEVEL 2 – 12,500	LEVEL 3 – 8,500
Print Feature	March Big Book Large Block	March Big Book Small Block	Secondary Big Book Collage Ad Block
Display	Minimum 1 Week 50% of Stores	Buyer Discretion	
Product Plus-Out	X	Buyer Discretion	X
TPR	X	X	X
Digital Support			

SAVE MART/LUCKY	LEVEL 1 – 16,500	LEVEL 2 – 12,500	LEVEL 3 – 8,500
Primary Feature and Secondary Feature	4 Week Flyer 1 Week Ad	4 Week Flyer 1 Week Ad	4 Week Flyer
Display	4 Week	Buyer Discretion	
Product Plus-Out	X	Buyer Discretion	
TPR	X	X	X
Digital Support	X	X	X

F--DMAXX	LEVEL 1 – 16,500	LEVEL 2 – 12,500	LEVEL 3 – 8,500
Primary Feature	2 Week Flyer	2 Week Flyer	Optional 2 Week Flyer
Display	2 Week	Buyer Discretion	
Product Plus-Out	X	Buyer Discretion	
TPR	4 Week	4 Week	4 Week
Digital Support	X	X	X

RALEY'S	LEVEL 1 – 16,500	LEVEL 2 – 12,500	LEVEL 3 – 8,500
Print Feature	One 2-Week Ad Feature	Secondary 2-Week Ad Feature	Secondary 2-Week Ad Feature
Display	X	Limited # of Stores	
Product Plus-Out	X	Buyer Discretion	
Digital Support	X	X	X

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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FOOD SOURCE	LEVEL 1 – 16,500	LEVEL 2 – 12,500	LEVEL 3 – 8,500
Print Feature	One 2-Week Ad Feature	One 2-Week Ad Feature	Secondary 2-Week Ad Feature
Display	1 Week	Limited # of Stores	
Product Plus-Out	X	Buyer Discretion	
TPR	X	X	X
Digital Support	X	X	X

NUGGET	LEVEL 1 – 16,500	LEVEL 2 – 12,500	LEVEL 3 – 8,500
Print Feature	One 2-Week Ad Feature	One 2-Week Ad Feature	Secondary 2-Week Ad Feature
Display	1 Week	Limited # of Stores	X
Product Plus-Out	X	Buyer Discretion	
TPR	X	X	X
Digital Support	X	X	X

PARTICIPATION AGREEMENT

The undersigned agrees to the following: Actual retailer performance may vary. Payment remittance by April 30, 2020. 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: \$ _____ LEVEL 3: \$ _____
 \$16,500 \$12,500 \$8,500

OPTIONAL 2020 EVENT PREPAYMENTS

GOLF FOURSOME (SEPT. 14th 2020) \$ _____ (Add \$650 per Foursome)

GOLF INDIVIDUAL (SEPT. 14th 2020) \$ _____ (Add \$200 for Individual)

ANNUAL LUNCHEON TABLE (NOV. 2020) \$ _____ (Add \$650 for Table of 8)

ANNUAL LUNCHEON INDIVIDUAL (NOV. 2020) \$ _____ (Add \$90 for Individuals)

TOTAL TO BE BILLED \$ _____

MAKE CHECKS PAYABLE TO:

FROZEN & REFRIGERATED FOODS PROMOTIONS, INC. (FRFC)

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

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