

SOUTHERN CALIFORNIA FROZEN & REFRIGERATED FOODS COUNCIL PRESENTS:
 "June is Dairy Month" Big Book Feature!
 We want to encourage you to "Take a Fresh Look at Refrigerated"

Join us in driving consumers to the refrigerated aisles with the new 2021 Southern California Retailer promotional package, including elements that deliver an increase in sales! Experience real value for your promotional dollars through effective promotions with in-store advertising, social media and consumer sweepstakes.



Text to Win Contest

Grand Prize winner wins a \$500 AVP gift card and 95 - 2nd place winners win a \$100 AVP gift card via text to win entr

Program Includes:

- ⇒ Three week advertisement in
 - *Albertsons June 2021 Big Book
 - *Vons June 2021 Big Book
- ⇒ Cost per brand is \$5,000 for both banners
- ⇒ Reservation is due **October 30, 2020**
- ⇒ Ad dates: 6/2/21-6/22/21
- ⇒ Potential to offer additional scan allowance & secure a one week FAB 5d ad during the month of June. (At the discretion of the ASM)





SOUTHERN CALIFORNIA FROZEN & REFRIGERATED FOODS COUNCIL JUNE 2021 SPONSOR AGREEMENT

We are pleased to offer the opportunity to feature your frozen and refrigerated dairy items in the Albertsons/Vons Big Book 6/2/21-6/22/21 for June is Dairy Month. We will offer the text to win program with a Grand Prize of 1 - \$500 AVP Gift Card and 2nd prize 95 - \$100 AVP Gift Cards.

Reservation is due October 30, 2020

_____ Both Albertsons and Vons - \$5,000.00

Name _____ Email: _____

Company _____ Phone _____

Address _____ City/State/Zip _____

Brand/Product _____

Signature _____ Date _____

Submit corresponding product discount NOPA's (NO LUMP SUMS) to your ASM – Susan Covarrubias or David Beale.

Make lump sum checks payable to: Southern California Frozen & Refrigerated Foods Council
And mail, along with this sponsorship agreement to: 16458 Bolsa Chica Street #205, Huntington Beach, CA 92649
Or scan and send sponsorship agreement to: info@scfrc.org

Questions? Contact: Natalie Sanders, office: (714) 780-3115 cell: (909)217-8074 natalie1.sanders1@advantagesolutions.net
or Rusty Hobart, cell: (714) 514-1500 rusty.hobart@hsrsales.com

