

**SOUTHERN CALIFORNIA FROZEN & REFRIGERATED FOODS COUNCIL PRESENTS:**

It's 38th annual National March Frozen Food Month in 2021

We want to encourage you to "Take a Fresh Look at Frozen"

Join us in driving consumers to the frozen 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 trip to  
 Hawaii and 100 2<sup>nd</sup> place winners win a  
 \$100 AVP gift card via text to win entry

**Program Includes:**

- ⇒ Three (3) week advertisement in
  - \*Albertsons March 2021 Big Book
  - \*Vons March 2021 Big Book
- ⇒ Cost per brand is \$3,000 or \$5,000 for both banners
- ⇒ Buy both banners and save \$1,000
- ⇒ Reservation is due **OCTOBER 30, 2020**
- ⇒ Ad dates: 3/10/21 – 3/30/21
- ⇒ Potential to offer additional scan allowance & secure a one week FAB 5 ad during the month of March (at the discretion of the ASM)



A national consumer \$10,000 sweepstakes and gift card giveaway on EasyHomeMeals.com bring additional consumer engagement and participation during the March Promotion



## SOUTHERN CALIFORNIA FROZEN & REFRIGERATED FOODS COUNCIL MARCH 2021 SPONSOR AGREEMENT

We are again pleased to offer the opportunity to feature your frozen and refrigerated items in the Albertsons/Vons March Big Book 3/10/21 – 3/30/21. We will offer the text to win program with a Grand Prize trip to Hawaii, 2<sup>nd</sup> Prize 100 - \$100 AVP Gift Cards to AVP customers. Below are the Ad options.

We will also be supporting June Dairy Month and allocating space in the June Big Book 6/2/21-6/22/21 so please plan accordingly to support the SCFRC, AVP and your brands! We will send a separate registration form for that event.

### INDIVIDUAL RETAIL LEVELS – CHECK YOUR CHOICE Reservation is due **October 30, 2020**

\_\_\_\_\_ Albertsons - \$3,000.00 Ad Date: 3/10/21–3/30/21

\_\_\_\_\_ Vons - \$3,000.00 Ad Date: 3/10/21-3/30/21

\_\_\_\_\_ 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 – David Beale or Susan Covarrubias.

**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](mailto:info@scfrc.org)

Questions? Contact: Natalie Sanders, cell: (909) 217-8074 [natalie1.sanders1@advantagesolutions.net](mailto:natalie1.sanders1@advantagesolutions.net)  
or Rusty Hobart, cell: (714) 514-1500 [rusty.hobart@hsrcsales.com](mailto:rusty.hobart@hsrcsales.com)