



**SOUTHERN CALIFORNIA FROZEN & REFRIGERATED FOODS COUNCIL
MARCH 2018 SPONSOR AGREEMENT**

The undersigned Company agrees to the following:

1. The Company will specify the brand(s), item(s) and amount of cents-off coupon(s) to be distributed in the Council program and submits same with the required entry fee and a signed copy of this agreement. Failure to submit payment thirty (30) days prior to program commencement will subject balance due to a two (2) percent per month finance charge as allowed by law; failure to remit within thirty (30) days after performance may result in a retailer deduction for the full amount plus any late fees.
2. The Company will prepare or instruct the Council's production agency to prepare, on or before the deadline, the necessary artwork to the specifications of the program; failure to do so will result in forfeiture of the entry fee.
3. The Company will bear exclusive responsibility for compliance with all applicable laws and regulations relating to the brand and item(s) advertised and for the entire costs of ad/coupon redemption. Cancellation penalty with less than 60 (sixty) day notice is 50% of entry fee and less than thirty (30) day notice is 100% of fee.

The program sponsors agree to the following responsibilities, acting through its agents and vendors to:

1. Guarantee performance levels as described in the program to the Company a pro rata amount based on percentage of achievement so long as the Company has fulfilled all other terms of this agreement.
2. Issue all insertion and broadcast orders to participating media specifying the most advantageous position available, collect all proofs of performance at the conclusion of the program and make available copies of same for review by the Company. Program sponsors reserve the right to postpone or terminate the program at their discretion for any reason deemed appropriate and as a result of any such action will be limited in liability solely to the refund of any consideration paid by the Company. This agreement will be governed by California law and constitutes the entire agreement of the parties involved.

INDIVIDUAL RETAIL LEVELS – CHECK YOUR CHOICE
Reservation is due **December 30, 2017**

_____ Albertsons - \$3,000.00 Ad Date: 02/28/18 – 3/27/18

_____ Vons - \$3,000.00 Ad Date: 02/28/18 – 3/27/18

_____ Both Albertsons and Vons - \$5,000.00

Name _____ Email _____

Company _____ Phone _____

Address _____ City/State/Zip _____

Brand/Product _____

Signature _____ Date _____

Artwork Specifications: Product photo. Submit all files formatted in .EPS or .TIFF High Resolution along with a PDF version to use as a proof. Sponsors will provide an overlay spreadsheet for each product.

Submit corresponding product discount NOPA's (NO LUMP SUMS) to your ASM – Kevin Jackson or Dan Johnson

Make 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
natalie.sanders@advantagesolutions.net or Rusty Hobart, cell: (714) 514-1500 rusty.hobart@crossmark.com