

PRESENTING THE



**AFFI MEMBER**  
MARKETING PROGRAM

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A high-value brand awareness program from the  
**American Frozen Food Institute (AFFI):**  
the leading voice of the frozen food and beverage  
industry.

# THE AFFI MEMBER MARKETING PROGRAM

Everyone wins when AFFI's trusted brand name and leadership on frozen food issues partners with brands like yours that provide products and solutions to our member companies. Our program is all about:

• Putting our expertise and connections in the industry to work for YOU.

• Creating powerful connections between your brand and ours that elevate you in our members' eyes.

## Our Equation for Success



We realize that every company is different and this extends into how they market themselves and conduct business with their customers. That's why the key word for our member marketing program is **customization**. We provide our partners with branding, thought leadership and business development opportunities across our numerous channels and let them create a **customized package** that matches how they do business.

## Channels for Brand Exposure



**2 AFFI Websites**  
AFFI.org, &  
FrozenAdvantage.org



**Year-Round Events**  
AFFI-CON, Government  
Action Summit, Leadership  
Conference



**Event Collateral**  
Emails, Invitations, Signage,  
Program Guides



**Educational Webinars**  
Food Safety, Consumer  
Research, Legislative Issues



**Organization App**  
Used by members year-round  
to access key resources



**E-Newsletters**  
Frozen Express, CEO Update,  
Washington Impact



**Social Media**  
LinkedIn, Facebook,  
& Twitter

## AFFI's Member Marketing Program is the perfect way to:

- **Extend** your brand
- **Reach** your target audience
- **Amplify** your message
- **Utilize** a diverse media mix
- **Customize** your marketing approach

# CAPITALIZE ON THE POWER OF FROZEN

The frozen food industry is thriving and so is AFFI. Through their commitment to innovation, sourcing quality ingredients and utilizing the best food safety practices, our members are driving growth in the \$65.1 billion dollar US frozen food sector. Our members are farmers, fruit and vegetable growers, makers of prepared meals, suppliers and distributors.

## By the Numbers

**20.1%**   
sales tracked by dollars

**13.3%**   
increase by units

In 2020, the frozen food sector saw a 20.1% increase in sales tracked by dollars and a 13.3% increase by units, with nine out of the 10 top-selling categories up in dollars and all 10 up in units.

 **99.4%**  
American households



99.4% of all American households buy frozen foods and our members are using our consumer research to hone in on new growth opportunities.

  
**400**  
MEMBER COMPANIES

  
**670,000**  
U.S. JOBS

## Our Strategic Initiatives

- Advocate for Frozen
- Elevate Frozen's Voice
- Innovate the Frozen Category



AFFI's focus on the frozen food industry's most important issues, truly makes them one of the most valuable resources for my business.

— Bill Smittcamp, President & CEO, Wawona Foods

# OVERVIEW OF PROGRAM DETAILS

Don't wait to claim your share of the frozen food sector's growth. We offer partnerships to suit every need:

 Alliance Partners

 AFFICON Event Partners

 Supporting Partners

## Partnership Tier Descriptions

### Alliance Partners:

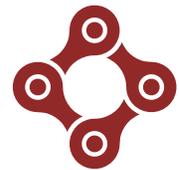
The highest level of sponsorship that entitles your company to year-round brand exposure across all AFFI marketing channels, thought leadership opportunities and elite access to key industry leaders and executives.



**STRATEGIC PARTNER**



**PREMIER PARTNER**



**CHAMPION PARTNER**

### AFFICON Event Partners:

This partnership is geared towards companies that want to showcase their brand prominently at AFFICON, the frozen food industry's leading business event. This annual gathering brings together the industry and is focused on getting business done one-on-one. Attendees of the event hold 20 or more business meetings, attend networking sessions to meet new contacts and get educated on key issues so that their businesses can continue to grow and thrive.



**AFFI-CON EVENT PARTNER**

### Supporting Partners:

This level of sponsorship allows companies to become active with AFFI and start introducing themselves to our members in a specific way tailored to the product or service they are looking to market.

## PROGRAM BENEFITS OUTLINE

Our program allows a capped number of partners to access AFFI members in ways customized to how they do business. Your investment includes two elements:

### 1. Sponsorship Rights Fee

### 2. Customized Credit -

Allows you to choose how to activate and promote your sponsorship.

## A SUITE OF CUSTOMIZATION OPTIONS TO MAKE THE PROGRAM YOURS

Unlike pre-packaged marketing programs offered by many associations and businesses, our AFFI Member Marketing Program is not only exclusive, it is highly flexible and personalized to your business.

The customized credit menu allows you to select items to sponsor that best serve our marketing and industry-involvement goals, resulting in a program designed to your business.

	Alliance Partnership	Event Partnership	Supporting Partnership
Levels within Tier	3	1	1
Maximum Number of Partners	2 Strategic/4 Premier/6 Champion	10	Unlimited
Total Sponsorship Cost	\$40,000/\$30,000/\$20,000	\$15,000	Item Cost (Off Customized Credit Menu)
Sponsorship Rights Fee	\$10,000/\$5,000/\$2,500	\$1,000	\$100
Customized Credit	\$30,000/\$25,000/\$17,500	\$14,000	N/A

## Have questions? Ready to take the next step?

For more information, please contact Brian Peteritas, Senior Director of Marketing & Business Development, at 913-707-8211 or [bpeteritas@affi.com](mailto:bpeteritas@affi.com)