

PRESENTING THE



AFFI MEMBER
MARKETING PROGRAM

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 companies like yours that provide products and solutions to our members.

Sponsorship opportunities for AFFI's programs and events are exclusive for AFFI members. There are several ways to sponsor through AFFI, including Alliance Partnership, issue area sponsorships, research reports, and events.

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**. There are a variety of opportunities and select items that span across events and initiatives throughout the year to allow your business maximum exposure to our members. AFFI will work with you to design a sponsorship package, based on the channels below, that is specific to your needs to deliver a great return on your investment.

Channels for Brand Exposure



AFFI Websites
AFFI.org,
FrozenAdvantage.org



Year-Round Events
AFFI-CON, Government Action
Summit, Food Safety Forum &
Frozen IQ



Event Collateral
Emails, Invitations, Signage,
Program Guides



Educational Webinars
Food Safety, Business Insights,
Sustainability, & Category Innovation



E-Newsletters
Frozen Express, CEO Update,
Washington Impact



Social Media
LinkedIn, Facebook,
& Twitter



Industry Research
Monthly Retail Market
Insights & Annual Power of
Frozen Research Reports

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
- **Gain** new business opportunities

GROW YOUR BUSINESS WITH OUR THRIVING INDUSTRY

Through their commitment to innovation, sourcing quality ingredients and utilizing the best food safety practices, our members are driving growth in the \$81 billion dollar US frozen food sector. Our members are farmers, fruit and vegetable growers, makers of prepared meals, suppliers and distributors.

By the Numbers

8.3%
sales tracked by dollars



The frozen food sector has seen tremendous growth in recent years thanks to our members category innovations and the solutions it provides consumers like the reduction of food waste, support of produce consumption and greater nutrition equity.

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

AFFI-CON Event Partners

Issue Area Sponsors

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

Event Sponsors:

These partnerships are geared towards companies that want to showcase their brand prominently at our yearly events.



FROZEN FOOD'S PREMIER BUSINESS EVENT



USING SCIENCE TO FRAME FOOD POLICY



CONNECTIONS AND INSIGHTS TO ADVANCE THE INDUSTRY

Issue Area Sponsors:

Issue area sponsorship packages allow companies branding, thought leadership and business development opportunities on specific AFFI priority initiatives like Business Insights, Sustainability and Food Safety. These packages are a cost-effective way to reach customers and industry executives who may not attend industry events.

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

AFFI's Member Marketing Program is not only exclusive, its is highly flexible and personalized to your business.

The customized credit of your sponsorship allows you to select sponsorship opportunities from a menu that includes thought leadership, business development, branding and advertising options. You also have the option to work with the AFFI team to create a new opportunity to achieve your business objectives.

	Alliance Partnership	Event Sponsorship	Issue Area Sponsorship
Levels within Tier	3	1	1
Maximum Number of Companies	2 Strategic/4 Premier/ 8 Champion	AFFI-CON - 10 Frozen IQ - 6	4 per Issue Area
Total Sponsorship Cost	\$40,000/\$30,000/\$20,000	\$15,000	\$4-6,000
Sponsorship Rights Fee	\$10,000/\$5,000/\$2,500	\$1,000	N/A
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 Member Marketing & Business Development, at 913-707-8211 or bpeteritas@affi.com