

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 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 in-person events, webinars, and research programs like the Power of Frozen series.

## 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



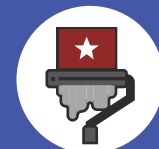
### AFFI Websites

AFFI.org,  
FrozenAdvantage.org.



### Year-Round Events

AFFI-CON, Government Action Summit, Food Safety Forum, Leadership Conference



### 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 and 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 \$66 billion dollar US frozen food sector. Our members are farmers, fruit and vegetable growers, makers of prepared meals, suppliers and distributors.

## By the Numbers

**23%**   
sales tracked by dollars

**8.5%**   
increase by units

The frozen food sector has been the biggest winner in food and beverage pandemic sales with a 23% increase in sales tracked by dollars and an 8.5% increase by 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

 AFFI-CON 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**

### 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**



**INSIGHTS THAT DRIVE INDUSTRY INNOVATION**

### 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

AFFI's Member Marketing Program is not only exclusive, its 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 for 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 Member Marketing & Business Development, at 913-707-8211 or [bpeteritas@affi.com](mailto:bpeteritas@affi.com)