

A photograph of two hands, one above the other, holding a variety of fresh produce including cherry tomatoes, a green pepper, and a red chili pepper. The hands are positioned over a rustic, grey-painted wooden surface. The text 'TRANSFORMING HAPPIER, HEALTHIER LIVES TOGETHER' is overlaid in large, white, bold, sans-serif capital letters.

TRANSFORMING HAPPIER, HEALTHIER LIVES TOGETHER

2019 Member Partnership Opportunities

**PRODUCE FOR
BETTER HEALTH
FOUNDATION**

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Our Purpose

The Produce for Better Health (PBH) Foundation is committed to helping people enjoy happier, healthier lives by eating more fruit and vegetables every day.



Our Partnership

We connect with thousands of consumers as well as the food, nutrition and health influencers who shape their decisions, from retail registered dietitians and bloggers, to fitness trainers and culinary experts. We are dedicated to bringing people delicious, yet simple solutions, so they can easily add fruit and vegetables to more meals and snacks each day.

Research continues to show that eating fruit and vegetables may be one of the most important things people can do to lead happier, healthier lives.

PBH is your partner, to transform how people enhance their lifestyles with fruit and vegetables.



Our Value

PARTNERSHIP VALUE

In 2019, PBH is introducing new partnerships that deliver the most value to you. This kit offers a wide range of opportunities, including:

- NEW industry, influencer and consumer e-blast content and banner advertising
- ENHANCED influencer and stakeholder engagement and events
- SCALED UP Produce Pairings Program to engage shoppers at the point-of-purchase
- OPTIMIZED social content and promotions
- NEW IGTV series
- IMPROVED Facebook Live and TweetChat forums
- REVAMPED digital ecosystem with NEW advertising and content opportunities (coming in May 2019)





OUR REACH

PBH believes in scientific and market research to ensure our programs are science-based and consumer-centric. We make connections at all points across the fruit and vegetable supply chain, at retail and in foodservice, as well as with food, nutrition and health experts, and directly with the consumers (particularly Gen Z and millennials) they reach. We create compelling content that changes behavior and inspires action.

Our Reach

OUR REACH IS EXTENSIVE

1M+

Facebook Followers

62,000+

Twitter Followers

40,000+

Monthly Pinterest Viewers

16,000+

Instagram Followers

325,000+

Site Visitors Per Month

49,000+

Consumer E-Blast Subscribers

35,000+

Health & Wellness
Influencer E-Blast Subscribers

11,000+

Industry E-Blast Subscribers

100s

VIP Consumer Influencers
in Network

Our Reach

LET'S COLLABORATE

We work closely with our members to create meaningful partnerships that help improve fruit and vegetable consumption and deliver exponential value to you and the public.

Please contact our Development Team at development@pbhfoundation.org to discuss a customized membership plan. We are thrilled to collaborate with you and proud you have chosen to partner with PBH. Together, we will inspire happier, healthier lives with fruit and vegetables.



MEMBER BENEFITS

Contributing to PBH goes beyond philanthropy, providing unique access to powerful partnerships and exclusive sponsorships, with the ability to tailor each to accomplish your goals. Members directly influence the future of PBH, which ensures our efforts complement your strategic goals and benefit your business needs.

Member Benefits by Level

ADVOCATE

\$50,000+

- Board seat, plus Executive Committee opportunity
- Committee leadership, engagement and participation*
- First access to sponsorships
- First access to science and market research
- Logo use (on qualifying materials)
- Curated partnership opportunity uniquely created for your business
- Opportunity for **monthly** promotional content in social channel(s)
- Site link from PBH website, as part of supporter section
- PBH e-news and communications

PARTNER

\$25,000+

- Board seat, plus Executive Committee opportunity
- Committee engagement and participation*
- Access to sponsorships (after Advocate-level members finalize plans)
- Access to science and market research
- Logo use (on qualifying materials)
- Opportunity for **bimonthly** promotional content in social channel(s)
- Site link from PBH website, as part of supporter section
- PBH e-news and communications

DELEGATE

\$10,000+

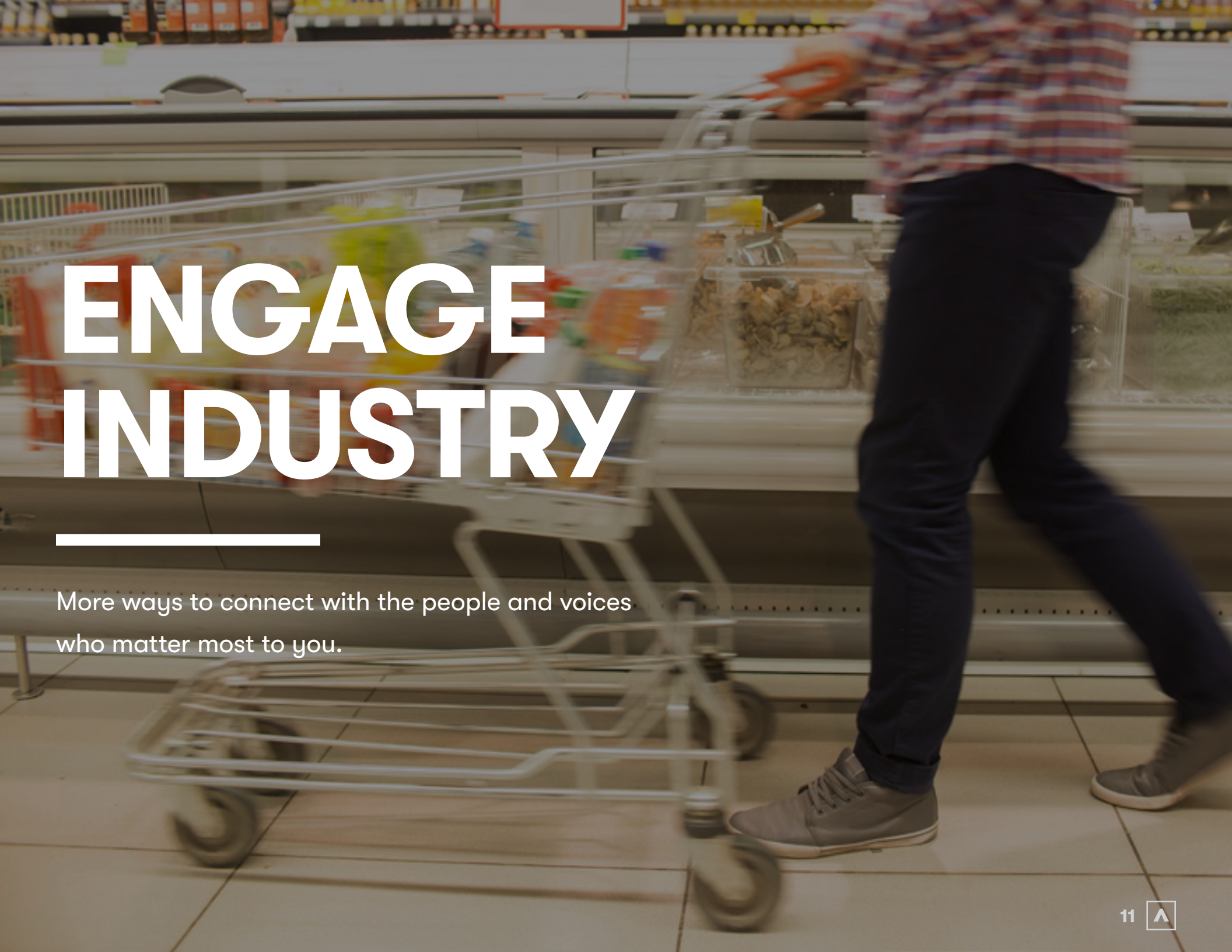
- Board seat, plus Executive Committee opportunity
- Committee engagement and participation*
- Access to science and market research
- Access to sponsorships (after Partner level)
- Logo use (on qualifying materials)
- Opportunity for **quarterly** promotional content in social channel(s)
- Site link from PBH website, as part of supporter section
- PBH e-news and communications

SUPPORTER

\$2,000+

- Access to PBH sponsorship platform
- Logo use (on qualifying materials)
- Site link from PBH website, as part of supporter section
- PBH e-news and communications

*PBH Committees include: Health and Wellbeing (influencer engagement); Marketing and Communications (consumer engagement); and Research and Consumer Insights.



ENGAGE INDUSTRY

More ways to connect with the people and voices
who matter most to you.

2019 Consumer Connection Conference

CONSUMER CONNECTION

April 22-25, 2019

The Omni Resort & Spa at Montelucia
Scottsdale, Arizona



Engage with others who desire to make an inspiring consumer connection with strategic intent, passion and purpose.

The Consumer Connection is the only annual conference that convenes the fruit and vegetable industry with thought leaders and consumer influencers around the shared goal of increasing Americans' collective consumption.

Participate in 20+ hours of unique networking opportunities; support 15+ hours of future-focused education sessions; lead 1:1 Connect Appointments; and enjoy fabulous food — all in an amazing location.

For full Consumer Connection sponsorship details, contact Sharese Roper at sroper@pbhfoundation.org.





SPONSORSHIP OPPORTUNITIES

Uniquely created with your goals in mind.

All sponsorship packages offer extraordinary benefits, designed to boost your ROI, brand visibility and reach — before, during and after the event. Our revamped a-la-carte-style sponsorships allow you to target your exposure in a way that aligns with your business goals.

Sponsorship perks by tier.

Each sponsorship comes with an exclusive set of benefits plus an additional set of high-value perks. Tier levels are based on total sponsorship spend. Combine sponsorships to jump to a higher tier!

Sponsorship highlights are listed on the following pages.



2019 Consumer Connection Conference



TIER 1 \$20,000+

Complimentary Registrations	(3) 4-day Complimentary Registrations Each Consumer Connection registration includes entry into all educational sessions, special events and meals. Sponsor representatives have unrestricted access to every portion of the agenda. Additional registrations can be purchased for \$900.	Social	Social Surround Sound Amplified digital communications featuring your company/brand and sponsorship-related info to PBH's 1 million+ followers across engaging social media channels (Facebook, Twitter and Instagram). May include customized hashtag or tagline promoting product or campaign of choice.
1:1 CONNECT	Unlimited 1:1 CONNECT Appointments with Premium Matchmaker Service The 1:1 CONNECT Appointments provide an intimate networking opportunity for you to introduce your brand and initiatives to highly coveted consumer influencers and industry partners in a one-on-one setting. Each sponsor will have a personal meeting place to conduct pre-scheduled appointments at their convenience during the conference. Our NEW Premium Matchmaker Service will pair and introduce you to VIP attendees who align with your unique business goals. PBH will work with you to finalize your appointment targets and make the appointments on your behalf, giving you first dibs on appointment times and a truly customized experience.	Display	Table Top Display Create your own display area to share and distribute swag, promotional materials and informative collateral to attendees. A 6-foot table in the high-traffic foyer area will be reserved just for you.
Influencer Guide	VIP Consumer Influencer Guide & Introductory Webinar Get to know the influencers before you arrive with our detailed VIP Consumer Influencer Guide. This valuable document will include headshots and bios for participating influencers, and we'll walk you through it during our Maximizing VIP Influencer Engagement pre-event webinar.	Giveaway	Promotional Item Giveaway Share one of your signature swag items with the entire audience during general session.
		More Perks	<ul style="list-style-type: none"> • Pre-Conference and Post-Conference Attendee List (with contact info) • Mobile App Company Profile with exclusive rotating top banner and push notification (relevant to sponsorship) • Post-Conference Performance Report and attendee survey highlights • Optimum brand recognition before, during and after the conference in print and digital collateral • Pre-conference Planning Call focused on your sponsorship details and benefits • Best-in-class Sponsorship Concierge to ensure precise implementation of your sponsorship

Tier 1 Sponsorship Opportunities

- Closing Keynote
- Exclusive Lunch
- Exclusive Breakfast
- VIP Focus Group



2019 Consumer Connection Conference



TIER 2 \$19,999-\$15,000

Complimentary Registrations	(2) 4-day Complimentary Registrations Each Consumer Connection registration includes entry into all educational sessions, special events and meals. Sponsor representatives have unrestricted access to every portion of the agenda. Additional registrations can be purchased for \$900.
1:1 CONNECT	Unlimited 1:1 CONNECT Appointments with Premium Matchmaker Service The 1:1 CONNECT Appointments provide an intimate networking opportunity for you to introduce your brand and initiatives to highly coveted consumer influencers and industry partners in a one-on-one setting. Each sponsor will have a personal meeting place to conduct pre-scheduled appointments at their convenience during the conference. Our NEW Premium Matchmaker Service will pair and introduce you to VIP attendees who align with your unique business goals. PBH will work with you to finalize your appointment targets and make the appointments on your behalf, giving you first dibs on appointment times and a truly customized experience.
Influencer Guide	VIP Consumer Influencer Guide & Introductory Webinar Get to know the influencers before you arrive with our detailed VIP Consumer Influencer Guide. This valuable document will include headshots and bios for participating influencers, and we'll walk you through it during our Maximizing VIP Influencer Engagement pre-event webinar.

Display	Table Top Display Create your own display area to share and distribute swag, promotional materials and informative collateral to attendees. A 6-foot table in the high-traffic foyer area will be reserved just for you.
More Perks	<ul style="list-style-type: none"> • Pre-Conference and Post-Conference Attendee List (with contact info) • Mobile App Company Profile • Post-Conference Performance Report and attendee survey highlights • Premier brand recognition before, during and after the conference in print and digital collateral • Best-in-class Sponsorship Concierge to ensure precise implementation of your sponsorship

Tier 2 Sponsorship Opportunities

- General Education Session
- Headshot Booth 2.0
- Passport to Produce Station

2019 Consumer Connection Conference



TIER 3 \$14,999-\$10,000

Complimentary Registrations	(1) 4-day Complimentary Registration Each Consumer Connection registration includes entry into all educational sessions, special events and meals. Sponsor representatives have unrestricted access to every portion of the agenda. Additional registrations can be purchased for \$900.
1:1 CONNECT	Unlimited 1:1 CONNECT Appointments
Influencer Guide	VIP Consumer Influencer Guide & Introductory Webinar Get to know the influencers before you arrive with our detailed VIP Consumer Influencer Guide. This valuable document will include headshots and bios for participating influencers, and we'll walk you through it during our Maximizing VIP Influencer Engagement pre-event webinar.
More Perks	<ul style="list-style-type: none"> • Pre-Conference and Post-Conference Attendee List (with contact info) • Mobile App Company Profile • Premier brand recognition before, during and after the conference in print and digital collateral • Best-in-class Sponsorship Concierge to ensure precise implementation of your sponsorship

Tier 3 Sponsorship Opportunities

- Awards Brunch
- General Session Wi-Fi
- Opening Reception
- Party for Produce
- Videography

TIER 4 \$9,999 or less

Perks	<ul style="list-style-type: none"> • Post-Conference Attendee List (with contact info) • Mobile App Company Profile • Brand recognition before, during and after the conference in print and digital collateral • Best-in-class Sponsorship Concierge to ensure precise implementation of your sponsorship
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Tier 4 Sponsorship Opportunities

- All-Day Coffee Break
- Charging Locker
- Concurrent Education Session
- Conference Program Booklet
- Event Swag
- Hotel Room Key
- Name Badge Lanyards
- Passport to Produce Entertainment
- Passport to Produce Passports and Prize
- Passport to Produce Photo Booth
- Photography
- Produce Pairings Lunch Feature
- Shared Breakfast Feature
- Snack Break Feature



2019 Consumer Connection Conference



Sponsorship Levels and Benefits

	Tier 1 \$20,000+	Tier 2 \$15,000-\$19,999	Tier 3 \$10,000-\$14,999	Tier 4 \$9,999 or less
Complimentary registrations	3	2	1	0
Pre-conference Planning Call	•			
Social Surround Sound	•			
Mobile rotating top banner and exclusive push notification	•			
Promotional Item Giveaway	•			
Table Top Display	•	•		
1:1 CONNECT Appointment Premium Matchmaker Service	•	•		
Unlimited 1:1 CONNECT Appointments	•	•	•	
VIP Consumer Influencer Guide and Webinar	•	•	•	
Pre- and Post-Conference Attendee List	•	•	•	
Post-Conference Performance Report and attendee survey highlights	•	•	•	
Mobile App Profile	•	•	•	•
Optimum brand recognition in print and digital collateral	•	•	•	•
Best-in-class Sponsorship Concierge	•	•	•	•
Sponsorships opportunities available at each tier	<ul style="list-style-type: none"> • Closing Keynote • Exclusive Breakfast • Exclusive Lunch • VIP Focus Group 	<ul style="list-style-type: none"> • General Education Session • Headshot Booth 2.0 • Passport to Produce Station 	<ul style="list-style-type: none"> • Awards Brunch • General Session Wi-Fi • Opening Reception • Party for Produce • Videography 	<ul style="list-style-type: none"> • All-day Coffee Break • Charging Locker • Concurrent Education Session • Conference Program Booklet • Event Swag • Hotel Room Key • Name Badge Lanyards • Passport to Produce Entertainment • Passport to Produce Passports and Prize • Passport to Produce Photo Booth • Photography • Produce Pairings Lunch Feature • Shared Breakfast Feature • Snack Break Feature

EDUCATION2ACTION

October 15-18, 2019
Anaheim, California



Join us at the Education2Action Retail Dietitian Summit.

Supporters can explore and create omnichannel retail partnerships, as well as inform and inspire 20-25 retail dietitians. This promising platform provides an optimal opportunity to activate and elevate your retail promotions across North America, hosted alongside Produce Marketing Association's (PMA) annual Fresh Summit Convention & Expo — the largest produce show in the United States.

For full Education2Action sponsorship details, contact Sharese Roper at sroper@pbhfoundation.org.



Education2Action



Expertly understanding how retail dietitians influence shopping behaviors and fruit and vegetable sales is PBH's specialty, and this event was uniquely created to provide an intimate networking opportunity with influential retail dietitians; showcase your products in innovative ways during exclusive meals; and engage attendees during informative mini-sessions at your PMA booth. In addition to these value benefits, we will thoroughly prepare you for maximum engagement with an exclusive sponsor pre-event webinar focused on the unique group of retail dietitian attendees.

Customized digital and/or social activation surrounding the event is also available upon request, to enhance efforts and educate consumers and influencers well into the future!

Feedback from 2017 Participants

"It was very well-organized and the information given was extremely valuable. It is important to bring dietitians together from across the country to learn from and with each other."

"Absolutely loved the event and would highly recommend to others."

"The sponsor booth visits were extremely valuable and gave me the opportunity to make connections and understand more of the company's product offerings."



Sponsorship Levels and Benefits

	Grand Platinum \$20,000 only 1 available!	Platinum \$15,000	Gold \$10,000	Silver \$7,500	Bronze \$4,000
Exclusive 60-minute education session or immersion experience	•				
Questions in post-event survey	•	•			
Exclusive meal featuring your product (at least two courses)	•	First two sponsors			
Product featured at networking reception			First five sponsors		
Pre-scheduled booth visits at PMA Expo	20-min visits	20-min visits	20-min visits	10-min visits (first three sponsors)	
Reserved table at networking reception	•	•	•	•	•
Complimentary sponsor attendance	3 attendees	3 attendees	2 attendees	1 attendee	1 attendee
Maximizing RD engagement pre-event webinar	•	•	•	•	•
Participation in RD Produce Promotion Action Planning session	•	•	•	•	•
Receive RD networking profiles prior to event (including bios, photos and contact info)	•	•	•	•	•
Company profile in PBH event program	•	•	•	•	•
Access to event photos	•	•	•	•	•
Company logo featured on event promotional materials and signage	•	•	•	•	•

PBH FRESH CONCEPTS

July 24-28, 2019*
Monterey, California



Engage with top-tier influential foodservice professionals as part of the intimate and unique **PBH Fresh Concepts Program** at the Produce Marketing Association's (PMA) Foodservice Conference & Expo, with 1:1 opportunities to inform and inspire cutting-edge foodservice leaders who are building innovative menus with fruit and vegetables at the forefront.

For full Fresh Concepts sponsorship details, contact Sharese Roper at sroper@pbhfoundation.org.



*July 24 and 28 are arrival/departure days.
PBH tour and immersion experience will be July 25.

PBH Fresh Concepts



Your support of this program will provide multiple opportunities to engage with leaders who are working to increase use of fruit and vegetables in large volume foodservice operations in the U.S. PBH will identify 8-10 menu R&D professionals with a passion for produce from the top 200 chains, as well as the top contract foodservice companies. Ten leaders will be confirmed to participate in this powerful program.

During the event, sponsor representatives will have multiple engagement opportunities to discuss, debate and discover the best ways to bring exciting new menu concepts and flavors to menus in America. This event will unite industry and foodservice leaders, while providing a venue to cultivate lasting, actionable partnerships firmly grounded in one common goal, to increase consumption of fruit and vegetables.

Menu R&D leaders will be exposed to information and inspiration that will lead to greater use of produce on menus while sponsor representatives will gain a greater understanding of the unique needs and challenges of foodservice companies. As relationships grow, so do opportunities.

Sponsorship Opportunity

\$10,000 limited to 5 supporters

- Meet leaders in the restaurant and foodservice industry who are having a direct impact on new menu offerings featuring fruit and vegetables across a variety of channels.
- Increase understanding of the business needs and consumer imperatives driving use of produce in foodservice today.
- Expose leaders from major foodservice brands to your brand, company, products, growing practices, food safety standards and more.
- Gain insights on new foodservice opportunities for your company.
- Host a 20-minute pre-scheduled booth visit or small group meeting (PBH to secure location).
- Receive pre-conference foodservice influencer profiles (including bios, photos and contact info).
- Be featured in one targeted digital communication featuring your company/brand directed at PBH's 1 million+ followers across engaging social media channels (Facebook, Twitter and Instagram), including Foodservice Conference & Expo hashtag plus a custom hashtag of your choice.



Produce Pairings

PRODUCE PAIRINGS

A path-to-purchase at retail program.

Energize your retail partnerships and sales while engaging shoppers at the point-of-purchase as well as online with the new **Produce Pairings campaign** from PBH! Launched as a pilot test in 2018, this campaign has been a HUGE hit with several retail partners, resulting in:

- Significant sales and volume lifts for both produce and paired products;
- Tens of thousands of consumers reached in social media through Facebook Live segments, “hands and pans” videos, Twitter and Instagram posts; and
- Shopper education by trusted, credentialed nutrition professionals.

Create Produce Pairings with us today! Contact Annette Maggi at amaggi@pbhfoundation.org.



Produce Pairings

PBH starts with fresh fruit and vegetables and pairs them with other nutrient-dense products — including produce in other forms, whole grains, seeds and nuts, lowfat dairy and/or lean protein — to create promotions of meal and snack solutions for retail shoppers. The promotions come to life by combining various shopper marketing tactics and retail dietitian activations including cross-merchandising, digital coupons, in-store display and social media contests, signage, RD demos, video development and social media posts.

Join the momentum as the full campaign kicks off in 2019, with tailored options and customized retail promotions available to best meet your business goals. PBH's Produce Pairings creates delicious, new fruit and vegetable experiences for consumers where they plan and make food decisions — as well as innovative partnerships for the industry to work together to boost consumption — and sales!

Retail commitments are currently being secured, and opportunities at national and regional retailers will be available to provide various sponsorship levels between \$7,500-\$30,000.



Monthly Industry E-Blasts

INDUSTRY STAKEHOLDERS

Connect with produce industry stakeholders in PBH's monthly industry e-blast, reaching more than 11,000 produce industry subscribers. We've refreshed the design and format of these monthly newsletters to bring innovative research and resources to PBH members, representing all points of the fruit and vegetable supply chain.

E-Blast Ads

2-4 placements available per monthly e-blast

\$750 per ad, including link to advertiser site

Contact Candice Gordon at cgordon@pbhfoundation.org to learn more.

All ads and sponsored content in e-blasts will be reviewed by PBH to ensure content complements our vision and mission.





EQUIP INFLUENCERS

Engage with the most influential health and wellness professionals to help transform how people enjoy fruit and vegetables in meals and snacks.

IDEA® WORLD CONVENTION

June 26-30, 2019
Anaheim, California



PBH annually exhibits at the **IDEA World Convention**, reaching more than 14,000 fitness professionals, club and studio owners/managers and nutrition professionals. Showcase your products through logo placement, product sampling and/or coupon distribution.

- Health and fitness professionals are trusted among consumers.
- Club owners and managers are decision makers on products available in their gyms.

Branded Insulated Lunch Bag Promotion: \$5,000

Non-Perishable Product Giveaway: \$2,000

(customized pricing available for perishable product giveaways)

Marketing Material Giveaway: \$2,000

All sponsorships include recognition in the PBH booth and in e-blast invitations and post-convention communications to conference participants.



For full sponsorship details, contact Sharese Roper at sroper@pbhfoundation.org.

PBH at American Academy of Nutrition and Dietetics Food & Nutrition Conference & Expo (FNCE)

FNCE®

October 26-29, 2019 Philadelphia, Pennsylvania

The world's largest meeting of food and nutrition experts with more than 12,000 registered dietitians, nutrition science researchers, policymakers, health care providers and industry leaders who are addressing key issues affecting the health of all Americans.

- Feature your product to dietitians who consistently rank among consumers as their most trusted health professionals
- 92% of attendees visit FNCE to learn about new products and services
- 84% of attendees spent between 2-10 hours in the expo hall and 57% of FNCE attendees compare products and services on the expo floor before recommending them

Insulated Lunch Bag Promotion: \$5,000

Non-Perishable Product Giveaway: \$4,000

(customized pricing available for perishable product giveaways)

Coupon Giveaway: \$3,500

All sponsorships include recognition in the PBH booth and in e-blast invitations and post-convention communications to conference participants.



For full FNCE sponsorship details, contact
Sharese Roper at sroper@pbhfoundation.org.



Influencer Webinars

VIRTUAL EDUCATION

Join forces with PBH to develop and deliver cutting-edge virtual education to health and wellness professionals! We regularly host popular webinars, which are marketed to more than 35,000 food, nutrition and health professionals, featuring new research, trends, product innovations and culinary inspirations from a diverse group of expert speakers. Each webinar generally attracts 400-800 professionals, and the webinars are also recorded and archived on the PBH website for ongoing educational use.

Webinar

\$5,000 each

(maximum two sponsors, with complementary goals, per webinar; sponsors agree to work together if content is mutually supported)

Webinar, Plus Advertorial in Influencer E-Blast

\$6,000 each



For more details, contact Sharese Roper at sroper@pbhfoundation.org.

INFLUENCER ENGAGEMENT

Connect with more than 35,000 health and wellness professionals — retail RDs, bloggers, RD communicators, media contributors, fitness trainers and more — in **PBH's REFRESHED** monthly influencer e-blast. We've revamped the design and content, based on input from influencers, to deliver fresh ideas and useful resources that help inspire Americans to enjoy more fruit and vegetables.

Showcase your product in an e-blast ad, which links to your site and product-specific content for food and nutrition influencers, as well as featured content, recipes, meal plans and more. Our e-blast subscriber list is growing fast so confirm your spot now!

For more details, contact Candice Gordon at cgordon@pbhfoundation.org.

E-Blast Ads

2 placements available per monthly e-blast

\$750 per ad, including link to sponsor site

Sponsored Content

\$1,500 per piece of content available per monthly e-blast
(up to 4 total editorial placements per e-blast)

\$1,000 per recipe or snack hack/meal planning tips
(up to 4 available per e-blast)

All ads and sponsored content in e-blasts will be reviewed by PBH to ensure content complements our vision and mission.

COMING SOON

PBH's website is transforming and will soon feature a section devoted to food, nutrition and health professionals. Opportunities to sponsor editorial content, as well as site advertising, will be available soon. More details will be shared in early 2019, and initial plans include:

Banner Ads and Native Ads, with Links to Supporter Sites

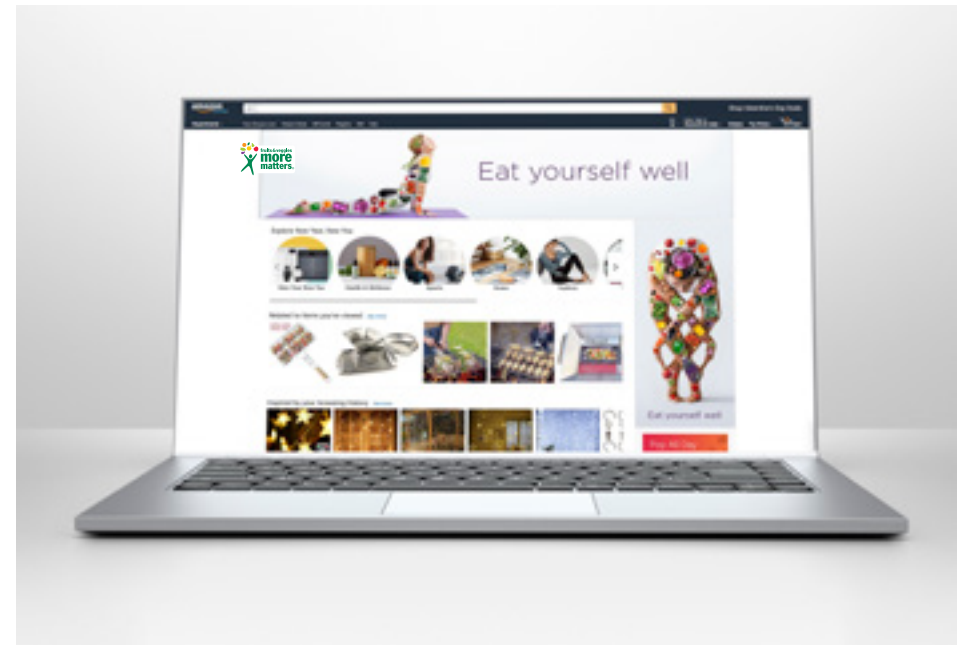
\$1,500 per ad, per month

Food and Nutrition Influencer Resources

\$2,500 per content piece, per month

(e.g., recipes, meal plans, video)

For more details, contact Candice Gordon at cgordon@pbhfoundation.org.



EMPOWER CONSUMERS

PBH connects with its 1 million+ Facebook followers, 325,000+ site visitors, 62,000+ Twitter followers, 16,000+ Instagram followers, and 40,000+ monthly Pinterest viewers on a daily basis. We strive to develop content that is creative, compelling and unique, to help more Americans enjoy more fruit and vegetables every day.

325,000+

Site Visitors Per Month

1M+

Facebook Followers

62,000+

Twitter Followers

16,000+

Instagram Followers

40,000+

Monthly Pinterest Viewers

Connect with Consumers

Content Calendar

Mark every health and wellness day, celebrate seasonal fruit and veggie program, and even **create customized opportunities** with sharp, relevant content that appeals to consumers and industry professionals alike.

We've overhauled our content calendar for 2019 to appeal to a wider audience, including Gen Z and millennial target consumers. These PBH calendar themes serve as a guidepost to tell a more compelling story that will stand out from other content being generated online.

January	February	March	April
Get Happy With MORE Fruit and Veggies! Kick off the new year with positive vibes	Fresh Food Hacks You're Going to LOVE The hottest fruit and veggie hacks that everyone is crushing on	Step Into Spring With Smoothie Bowls Talk about #bowlgoals: Build colorful fruit-and-veggie-filled smoothie bowls	Spring Clean Eats Use fruit and veggies to clean your insides after a winter full of comfort food
May	June	July	August
Let's Brunch! Making fruit and veggies part of your brunch crew	#MealPrep Hacks From sheet pan recipes to batched cooking, here's how we meal prep + BBQ	Fruit and Veggies on the Go No time, no problem. Clever ways to pack and find prepared foods in a pinch	Freeze Please! Don't let your produce go to waste. Cool down by freezing it and saving for later (or cool treats for now)
September	October	November	December
Looking Like a #SnackAttack Snack ideas with fruit and veggies just in time for back to school	Fruit and Veggies for the Win Invite fruit and veggies to your next party! It'll be a touchdown for everyone	#NoCraveNovember Fill holiday cravings with fruit and veggies	Fermentation Nation Fun, easy ways to ferment fruit and veggies

Contact Candice Gordon at cgordon@pbhfoundation.org to integrate YOUR customized content into the PBH calendar.

Weekly Consumer E-Blasts

CONSUMER E-BLAST

Connect with nearly 49,000+ consumers in our **NEW AND IMPROVED** weekly e-blast for consumers. In addition to advertising spots, supporters can be featured as part of regular sponsored content, highlighting new trends, culinary tips, recipes and more.

For more details or to confirm your spot, contact Candice Gordon at cgordon@pbhfoundation.org.

E-Blast Ads

2 placements available per weekly e-blast
\$750 per ad, including link to sponsor site

Sponsored Content

\$1,500 per piece of content per weekly e-blast
(up to 4 total editorial placements per e-blast)

\$1,000 per recipe or snack hack/meal planning tip
(up to 4 featured per e-blast)

All ads and sponsored content in e-blasts will be reviewed by PBH to ensure content complements our vision and mission.

CONNECT WITH SOCIAL MEDIA

PBH's social channels reach tens of thousands of consumers each day. Join the conversation on Facebook, Twitter and Instagram to highlight your product to a captive audience. Customized opportunities are available to best meet your goals and to maximize your reach with consumers on multiple platforms.

For more details, contact Candice Gordon at cgordon@pbhfoundation.org.



Placing content such as recipes, product news or similar resources (limited in length based on the social channel) across PBH's social channels is also offered at the following rates:

1-3 Pieces

\$1,000 each

4-6 Pieces

\$850 each

7-9 Pieces

\$775 each

10-12 Pieces

\$700 each

Social Media Channels

NEW Monthly IGTV (Instagram) Segment

- Each month will feature one supporter, or could be a collaboration among supporters to illustrate the power of pairing fruit and vegetables together
- Feature new products, meal planning, hacks tips, resources, etc.
- Includes an influencer host, who could be recommended by the supporter or an existing PBH influencer relationship
- PBH will cross-promote the segment in social channels, as well as provide tools for supporter's use

One segment per month, up to 3 supporters per segment:
\$7,500 per supporter per available segment

REFRESHED Facebook Live Video

- Develop 5- to 7-minute Facebook Live segments
- Cross-promoted in other PBH social channels
- Can be exclusive to one supporter, or a collaboration to illustrate the power of pairing fruit and vegetables together
- Feature relevant influencers to host videos
 - PBH team will work with supporters to identify influencers based on existing relationships
 - Can highlight a supporter expert instead, if appropriate
- Promote through influencers' social channels, as well as PBH and supporter channels
 - PBH will provide tools to help supporters and influencers promote
- Highlight diverse topics — from educational content to recipes, food hacks, wellness research and more

Two segments per month (Monday, 1 p.m. ET), up to 2 supporters per segment: \$7,500 per supporter per segment



Social Media Channels

REFINED Twitter Chats

- Co-host monthly Twitter chat with PBH
- Highlighted as exclusive Twitter chat co-host or in partnership with up to two other supporters
 - Will receive tools to cross-promote on supporter social channels
 - Feature a PBH influencer relationship to lead the Twitter chat — and to expand the reach of messages with cross-promotion in his/her social channels
 - Can highlight a supporter expert instead, if appropriate
 - PBH will provide tools to help supporters and influencers promote

And, enhance a sponsorship with supporter-branded giveaways for consumer participants!

- **One sponsored Twitter chat per month**, likely Tuesdays at 2 p.m. ET (specific timing each month will be flexible, depending on other promotions): up to 3 sponsorships per Twitter chat
 - One sponsor: \$5,500
 - 2-3 sponsors: \$2,500 each
 - Giveaway addition (e.g., product coupons, gift cards): variable

NEW Contests

Sponsor consumer giveaways across all PBH social channels to drive trial and incentivize engagement and sharing! PBH will work with you to customize a contest that helps achieve your goals. Contests can be creative and concise to drive product awareness, with prizes promoting trial and use. PBH will promote the contest across social channels and will randomly select winners, working with supporters to manage fulfillment directly.

One contest offered each month, \$5,000 per contest for full-month promotion across three social channels



LAUNCHING SOON



Reserve your spot for preferred content now!

A new, highly interactive website and digital ecosystem to better reach Gen Z and millennial consumers about fruit and vegetables. More details will be available in early 2019, but opportunities may include:

- E-news and/or site-based consumer surveys tailored for sponsors
- Branded merchandise and resource store
- Industry e-commerce partnerships (e.g., meal kits)
- Customized sponsorships based on consumer segmentation
- Tailored digital content sponsorship packages featuring a combination of recipes, new resources, video, social cross-promotions, etc.

Advertising and content links will be available — including banner and native ads in key sections of the NEW and IMPROVED site.

For more details, contact Candice Gordon at cgordon@pbhfoundation.org.

Four Ads Featured Per Month

\$1,500 per ad

Up to Four Sponsored Recipes, Video or Similar Content Available Each Month

\$2,500 per month

New Online Magazine

Features sponsored content with rotating monthly topics in alignment with PBH's 2019 editorial calendar.

- Feature your product, research and resources
- Highlight an expert POV
- Focus on hot topics most relevant to your product to give consumers cutting-edge news and resources
- Link to your site
- Promote content in e-blasts and social channel integration

One online magazine sponsored content available per month: \$2,500

We live at the center of produce,
partnership and passion.
We hope you'll join us!



For more information on how you can get
involved, please contact our Development Team
at development@pbhfoundation.org