

Corporate Donor Recognition Summary Copy

Customized Program Development and Implementation

PBH will develop and implement new programs customized for our donors' product or commodity. This benefit maximizes your ROI to its fullest potential and targets your specific audience.

Company name and/or associated commodity featured on rotating home page of consumer site

Fruits & Veggies--More Matters.org connects directly with nearly 70,000 consumers monthly, offering advice, recipes, instructional videos and commodity information in an interactive community environment. It is the go-to-source for Moms in search of nutrition information, tips for adding more fruits and veggies to their families' meals and snacks, and explanations about pertinent nutrition news! Featuring your company name and featured commodity on our homepage will display your commitment to leading the way to healthy eating!

*Note: If company is not associated with a commodity (i.e., retailer, seed company, health insurance company, etc), an equivalent feature will be mutually discussed and agreed upon.

Use of consumer website as venue to offer coupons to consumers

A proven way to increase your customer base is to incentivize them to purchase your product. Coupons have been noted as a way to connect with consumers, encourage product trial, and ultimate lifetime customer! A link from our consumer site to a coupon offer will show your support and keep customers coming back for more!

Commodity of choice featured in one Fruit & Veggie "Feature of the Month" press release to food editors

Want to create a BUZZ around your commodity? This is the perfect opportunity to share all the great and useful things about your product to a network of over 100 magazine food editors. Your press release will be customized to highlight promotions, research or news topics surrounding your brand or product. Educating the consumer media is a critical component to any marketing and communications plan!

Company name and consumer website referenced in PBH Catalog

Our catalog is a go-to source for nutrition education items and is distributed annually to over 110,000 educators and health professionals nationwide. In a prominent area of the catalog, your company name and website will be listed and sorted by commodity. This is an excellent way to "educate the educator" about your product!

Two free tickets at Annual PBH Dinner/Auction Gala

The premier industry fundraiser of the year! Our Dinner/Auction is a "who's who" of more than 300 fruit/vegetable industry leaders committed to leading the way to healthy eating.

Hotlink to your company's consumer website from FruitsAndVeggiesMoreMatters.org consumer site

Leverage traffic to your website with our increasingly popular consumer site! With a monthly average of more than 65,000 visitors and nearly 350,000 page views per month, tie-ins are a must! Options include linking from our fruit and veggie database, our video center, or our fruit and veggie feature of the month!

Commodity of choice featured in bi-weekly *Keeping Moms Informed* e-newsletter

Moms are still the primary decision maker about what the family eats, as well as being "responsible" for the health of the family. Take advantage of this opportunity to impress more than 25,000 of them at once in our bi-weekly newsletter. Featuring tips, highlights and recipes that direct recipients to the consumer website. Popular sections of the email include *What's New*, *Recipes*, *Supermarket Expert Advice* and the *Video Center*.

Complimentary attendance at PBH Annual Meeting

Our PBH Annual Meeting brings together more than 130 industry leaders to learn the latest in consumer insight about fruits and veggies and learn about other relevant efforts to increase fruit and vegetable consumption. Here is *your* chance to be a key player in the world of marketing fruits and vegetables.

Membership on PBH Board of Trustees & opportunity to participate in Foundation's committees

As a member of the PBH Board of Trustees, you are eligible to serve a 3-year term on one of the board-level committees: Consumer Marketing & Communications, Research Sub-Committee, Donor Marketing and Outreach Committee, Financial Advisory Committee, Audit Committee, or Executive

Committee. Participating in one of the listed committees is a great way for you to become more involved in PBH, to share your ideas, and to assist in the development of PBH's annual business plans.

Press release sent on your behalf recognizing annual contribution and/or launch of a new product that includes Fruits & Veggies—More Matters logo

At PBH, we are very appreciative of all contributions and want to share that appreciation with the trade media. Whether your company is a new or renewing contributor, PBH will write and issue a press release to the trade media recognizing your annual contribution and/or a release on the launch of a new product. PBH will also issue the release, if desired, to local media outlets close to your company's home office.

Hotlink to your company's website from PBHFoundation.org site

Leverage traffic to your site with a link from the PBH Foundation site, which averages 5,800 visits monthly (62% higher than other Health Foundation websites of similar size).

“Proud Supporter” signage to be displayed at your exhibit booth as desired

At PBH, we offer a Fruits & Veggies—More Matters sign with ‘proud supporter of PBH’ listed for you to place in your booth or suite at various trade shows and conventions throughout the year. At PMA's Fresh Summit, PBH staff members bring the signs to you!

Recognition in industry publications when appropriate (The Packer, Produce News, Produce Business, etc.)

As appropriate, PBH will recognize the many contributions your organization makes to the Foundation in articles, editorials, in-kind ads and other mentions in industry publications.

Use of Fruits & Veggies—More Matters® logo to promote your company's contribution (with approval)

The Fruits & Veggies—More Matters logo may be used on press releases, communications, and other informative materials to promote your company's contribution to and support of PBH and the Fruits & Veggies—More Matters national health initiative.

Use of Fruits & Veggies—More Matters® logo on qualifying products per license agreement

The Fruits & Veggies—More Matters logo appears on nearly 2,000 packages (as of 12.31.10). Consumers are recognizing the logo and 47% of Gen X Moms say seeing the logo makes them “more likely to purchase” a product. Consider placing the logo on packaging, POS displays, and other materials.

Customized press release shell for your company's use to announce contribution and/or launch of new product that includes Fruits & Veggies—More Matters® logo

PBH will create a customized press release shell for your use to announce your company's contribution to PBH and/or to use if launching a new product or new line that includes the Fruits & Veggies—More Matters logo.

Receive print & electronic copy of PBH consumer research

PBH will provide an electronic copy of all consumer research we conduct and/or are involved in. Many of our donors find the research to be very valuable and helpful in their company's consumer outreach and brand strategy efforts.

Recognition on PBH Foundation site

Your company's name will be listed as a contributor to the Foundation on the PBH Foundation website, www.pbhfoundation.org. This website is visited by retailers, growers, and public health professionals and is a good way for others to see your company as a PBH supporter.

Recognition in PBHDirect! e-newsletter

The PBHDirect! bi-weekly E-newsletter is received by more than 600 individuals, directly and indirectly associated with the industry. Each month, PBH recognizes those companies supporting the foundation.

Recognition in annual report (inclusive of sponsorships)

PBH designates space to thank all of our contributors by contribution level in our annual report. Each year, PBH distributes more than 1,500 annual reports and places it on the pbhfoundation.org website.