



Overview

Approval Type	Branded Partnerships
Contractor	Christie Brown
Contractor Project Code	1920-CI
Strategy/Tactic	1A Supply Chain Engagement
Comments/Notes	A branded partnership with Fresh Direct, online retailer in NYC.

Branded Partnership Approval Request Form

Corporate name & address of company involved	Fresh Direct LLC. 23-30 Borden Avenue Long Island City NY 11101
Brief description of project and the objectives of the work	We are partnering with Fresh Direct to elevate the position of fresh beef on their website (they're an online grocer in NYC) for March is National Nutrition Month. Campaign elements, including a box insert that will feature both the Fresh Direct and Beef Checkoff logos (which will be submitted for approval upon creation). Fresh Direct was listed as one of our FY19 potential partners already.
Products, if any, to be referenced, using the exact name that may appear in any printed piece or electronic media production	
Anticipated Start Date	3/14/2019
Anticipated End Date	3/28/2019
Approximate amount of Beef Checkoff funding involved as well as background on how the funds will be utilized	\$15,000, newly attached, you'll find the contract detailing out what the Checkoff will receive through the partnership.
Approximate amount of funding to be provided by participating partner(s)	The FreshDirect shopper/marketing support team is also contributing ~\$10K worth of creative support, set-up and development given the range

Describe the anticipated presentation of the Beef Checkoff logo (attach any visual examples below)	of the marketing elements that we are leveraging in the campaign (web banner ads, social, recipe lists and bag inserts). Attached is the imagery/copy for the box insert, which has yet to be developed but when it has been created, it will be submitted for acknowledgement approval.
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CBB Approval

CBB Approval Date	Friday, February 22, 2019
CBB Approval By	Charlotte Coates
CBB Approval Notes	

USDA Approval

Pending Approval by one of: MPB Approvals, Alexandra Caryl, Kahl Sesker

File Attachments

Document Files	Fresh Direct Box Insert Copy.docx FreshDirect Beef Checkoff Mktg Sponsor Addendum 201902.pdf
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