



## 2010 PARTNER OPPORTUNITY BUNDLES AND BENEFITS SUMMARY

AFDR works closely with each partner to design the exact program that best fits your needs and budget. Each partner level receives a certain number of “credits” that can be used to design the right mix of benefits from our menu of innovative programs listed below.

Each partnership (Bronze Level and above) also receives a standard set of exclusive benefits including:

- Links to your website or other information sources for any products recognized on the AFDR Top 200 List for duration of partner agreement, an exclusive ranking of the best-selling foodservice products in the country.
- Free use of *DSRSmart* software, a simple online system to upload and manage your training videos, quizzes, rewards and surveys from one convenient spot (see attached page).
- Recognition on the AFDR website, including being the featured partner on our home page for at least two weeks.
- Access to our Partner Idea Library, an ever-growing set of tools on how to work more effectively with DSRs.

### CREDITS

Design your own partner program! Below are the credits awarded for each partner level.

LEVEL	PARTNER FEE	CREDITS
Small Business /Associate	\$1,500	5
Bronze	\$5,000	20
Silver	\$10,000	45
Gold	\$25,000	125
Platinum	\$50,000	275
Emerald	\$75,000	450
Diamond	\$100,000	650

### BENEFITS

Use your credits to create your custom mix of benefits from the menu of choices below.

Credits	Description
3	<p><b>60-Second Partner Promos on <i>DSR Live!</i> Podcast</b></p> <p>Our radio-style talk show Podcast reaches thousands of DSRs, featuring co-hosts DSR Dave and Bill Horning. Use it to promote new products, announce rebates or spiffs, and drive DSRs to your website. Includes all audio production costs except talent if you prefer different voices than co-hosts Dave or Bill.</p>
2	<p><b>15-Second Promotional Sponsorship of <i>DSR Live!</i> Podcast</b></p> <p>DSR Dave shares selling tips with thousands of DSRs via a weekly Podcast. We’ll feature a 15-second audio announcement about your brand or product just before the Podcast. We’ll also post the Podcast and your message on the AFDR website for a minimum of 7 days. The Podcast also remains in the AFDR archives for a minimum of 90 days. Includes all audio production costs except talent if you prefer different voices than DSR Live co-hosts Dave or Bill.</p>

5	<p><b>Wednesday Call Sheet Banner</b></p> <p>AFDR delivers a short weekly email newsletter to its members called the <i>Wednesday Call Sheet</i> that summarizes important DSR topics and news. Add a banner (only two banners allowed per issue) to promote your brand or product! You supply the banner graphic (300x100).</p>
Call us!	<p><b>Technomic Research Panel</b></p> <p>The leading foodservice research company is launching an ongoing DSR research panel to monitor brand and sales trends, facilitate detailed surveys, provide custom research on merchandising and sales support materials and other quantifiable research. This exclusive research panel is available only to AFDR Bronze Partners and higher. Costs for the research panel and associated incentives are over and above the partners fees. Variety of options available (please contact us for further details).</p>
20	<p><b>Focus Group with AFDR Board Members</b></p> <p>The AFDR Board of Directors includes some of the most successful DSRs in the industry who are an incredible resource for feedback, ideas, and input on what works and what doesn't. Alone, our Board generates nearly \$100 million in annual sales! We'll set up a focus group with some Board Members via a one-hour conference call or on-line survey. The session is recorded so you can review and share this invaluable research with your staff.</p>
25	<p><b>DSRSmart Survey</b></p> <p>We'll launch an online survey to the AFDR membership with up to 5 questions of your choice (e.g. get DSR feedback on a new product, solicit input on a packaging innovation, or ask about why a competitor's product is selling so well). Incentives to maximize participation are <u>not</u> included. This is the perfect solution for "one time" feedback situations.</p>
25	<p><b>DSRSmart Product Education</b></p> <p>We'll launch a viral 3-minute video to DSRs within distributor houses that you want to target for sales training on new products or programs. The video is followed by a short quiz to measure retention of the training. <i>DSRSmart</i> includes a "pass along" feature to incent DSRs to motivate fellow sales reps to participate. This is the perfect solution for targeted sales training that you can <u>measure</u>. Incentives to maximize participation are <u>not</u> included.</p>
15	<p><b>DSRSmart Video</b></p> <p>Need a short and intriguing video that will capture the attention of DSRs (for use in Product Education program, etc.)? We'll produce a fun and effective video that tells the story that DSRs will love.</p>
15	<p><b>Virtual Plant Tour</b></p> <p>DSR Live! co-hosts DSR Dave Miesse and Bill Hornung visit your production plant and produce a 5-minute audio and/or video "virtual tour" segment to illustrate how your products are made. The tour is promoted on the <i>Wednesday Call Sheet</i> and posted on the AFDR website.</p>
25	<p><b>DSR Live! At Your Location</b></p> <p>We'll bring the fun, excitement, and valuable training of the <i>DSR Live!</i> show to your company office to train your sales and marketing team and/or brokers on how to optimize their communications to DSRs. The Event is recorded for your team's continuing education.</p>

Production, travel, incentives and other out-of-pocket expenses, if any, are not included. Estimates will be provided on request.

## Free Bonuses

- ✓ Free access to DSRSmart™ Online Video Training and Survey Tools
- ✓ Links from AFDR Top 200 list!



Rank	Brand/Product	Description	Dot #	Mfg #
1	BOSCO'S PIZZA CO.	BREADSTICKS BOSCO STICKS 7 108 COUNT	484425	2108
2	THOMAS BOBOLI	ENGLISH MUFFIN THOMAS ORIGINAL 6 CASE 12 COUNT	48228	94015
3	GENERAL MILLS FROZEN	BISCUIT UNBAKED SOUTHERN EASY SPLIT 148 COUNT 3 17 OUNCE	346492	6249
4	KRAFT FOODSERVICE FROZEN	ENTREE MACARONI & CHEESE POUCH 36 CASE 7 OUNCE	372496	70443
5	J & J SNACK	SOFT PRETZEL KING SIZE BAKED 5 5 50 COUNT	339902	3014
6	NESTLE FROZEN	LASAGNA STOUTER'S WITH MEAT & SAUCE 4 COUNT 96 OUNCE	364342	30323

## What's DSRSmart?

- DSRSmart is a time-saving, money-saving, online video training website.
- Upload, manage and offer training videos to DSRs, employees, brokers and customers.
- Add quizzes to test knowledge about videos.
- Offer surveys to your audience.
- Easily manage and fulfill cash incentives.
- Real-time metrics of who participated and what they learned.
- Offer "private" activities only accessible by your invited viewers.
- Reduce travel costs and time away for training so you can focus on growing your business.
- **Free to use by all AFDR Partners!** See the value based on the AFDR Partner level below.

## What's the AFDR Top 200 List?

The AFDR Top 200 List is compiled quarterly and represents the most-sold dry, refrigerated and frozen commodity and nationally branded foodservice products provided through Dot Foods to its distributor partners.

AFDR adds links to additional information and training from manufacturers that have products honored on the Top 200 list.

FREE BENEFITS BASED ON PARTNER LEVEL		
Partner Level	Videos Posted in DSRSmart	Links from AFDR Top 200
Small Business / Associate	N/A	N/A
Bronze	1	1
Silver	2	2-4
Gold	3	5-8
Platinum	4	9-14
Emerald	5	Unlimited
Diamond	6	Unlimited