



# WE'RE GIVING AWAY

A CHANCE TO WIN

# \$1,000,000

AND OTHER AMAZING PRIZES

with **TROY AIKMAN**  
& **ERIN ANDREWS!**



[AvocadosFromMexico.com/Shopper](https://AvocadosFromMexico.com/Shopper)

All partners and program elements are subject to change.



# MAKE THE BIG GAME YOUR BOWL GAME!



**Avocados From Mexico** is making the Big Game Your Bowl Game by partnering with **Troy Aikman** and **Erin Andrews** for our Gameday Guac Bowl program—where shoppers have a chance to win a grand prize of **\$1,000,000** and other amazing prizes!

## INSIGHTS & OPPORTUNITIES



Avocado shoppers had a **7% higher average basket spend** for the 10 days leading into the 2020 Big Game than average shoppers.<sup>1</sup>



The key is setting up 10 days before the event to make sure you capture all the Big Game sales.

Virtual experience includes our very own interactive Gameday Guac Bowl Stadium!



Source:  
1. Numerator shopper profile report from 1/24/2020 to 2/2/2020, all channels

## THE POWER of Celebrity



### TROY AIKMAN

Hall of Fame Quarterback for the Dallas Cowboys and celebrated NFL commentator.

242K 1.5MM



### ERIN ANDREWS

NFL sideline reporter and former host of ABC's Dancing with the Stars.

1.2MM 2.7MM

840K

**SECONDARY PRIZES** include \$1,000 awarded each week to lucky winners!



Contact your Regional Director for details.

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# BIG GAME

JAN 4 – FEB 7, 2021

In-Store Date: Jan 18 | Order By: Nov 13, 2020

Get in the game early and finish strong with our 360° support to score big basket rings.



## SWEEPSTAKES

Shoppers can **SCAN** QR code, **GET** a signed photo, share with the hashtag #GuacFromMexico, and **SCORE** a chance to **WIN \$1,000,000** and other amazing prizes!

## EXCITING TRAFFIC DRIVERS

### PR SUPPORT

### CELEBRITY INTEGRATION



### CONSUMER SAVINGS

## DIGITAL ENGAGEMENT

### SHAREABLE CONTENT

Digital autographed headshot

### VIRTUAL GAMEDAY GUAC BOWL

Interactive digital experience

On-going shopper engagement

### SOCIAL MEDIA ACTIVATION

Social media support



## IN-STORE ACTIVATION



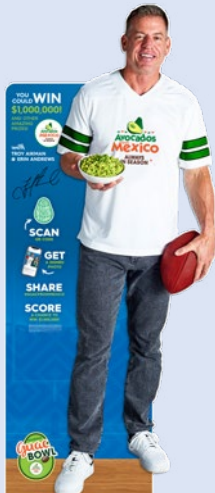
11" X 7" SIGN-FRONT



11" X 7" SIGN-BACK



26.5" X 71.125"  
CELEBRITY STANDEES X2



33" X 76.125"



28" X 13.5"  
CUSTOM DIE-CUT SIGN FRONT



28" X 13.5"  
CUSTOM DIE-CUT SIGN BACK



CUSTOM FOOTBALL-SHAPED SMALL BIN



PALLET BIN WITH HEADER

Contact your Regional Director for details.

All partner and program elements are subject to change.





# ORDER FORM

**JAN 4 – FEB 7, 2021**  
Order By: Nov 13, 2020

KIT OPTIONS	QTY	SPECIAL INSTRUCTIONS
Custom Football-Shaped Small Bin + POS Kit (11x7 Sign + Unique Sign + Celebrity Standees) 200 Coupons per Kit		
Pallet Bin + Header + POS Kit (11x7 sign + Unique Sign) 400 Coupons per Kit		
POS Kit (11x7 Sign + Unique Sign + Celebrity Standees)		

## ASSEMBLED DIMENSIONS AND PALLET CONFIGURATIONS

### CUSTOM FOOTBALL-SHAPED SMALL BIN

#### Assembled Dimensions\*

- 17"L x 24"W x 33"H

#### Pallet Configuration\*

- 21 kits on 48"L x 40"W x 73.25"H
- 21 layers per pallet
- 1 kit per layer

### PALLET BIN WITH HEADER

#### Assembled Dimensions\*

- 48"L x 40"W x 30"H
- 48"L x 40"W x 53"H with header

#### Pallet Configuration\*

- 15 kits on 55.13"L x 40"W x 69.69"H
- 15 layers per pallet
- 1 kit per layer

### POS KIT

#### Assembled Dimensions\*

- 48"L x 40"W x 30"H
- 48"L x 40"W x 48"H with header

#### Pallet Configuration\*

- 15 kits on 55.13"L x 40"W x 69.69"H
- 15 layers per pallet
- 1 kit per layer

## RETAILER & SHIPPING INFORMATION

Must be a physical address; no P.O. boxes. Complete one form per address if shipping to multiple locations. Please allow 1 week for delivery of POS items.

Retailer: \_\_\_\_\_ Contact: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Phone # \_\_\_\_\_ Contact Fax # \_\_\_\_\_

Shipping Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Any special delivery instructions we need to be aware of? \_\_\_\_\_

Delivery Window: \_\_\_\_\_ Delivery Appointment Needed: \_\_\_\_\_

**Contact your Avocados From Mexico Regional Director for more information.**

[AvocadosFromMexico.com/Shopper](http://AvocadosFromMexico.com/Shopper)



◆◆◆ ALWAYS IN SEASON ◆◆◆

\*Estimated Dimensions

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