

# ***THE*** **OFFICIAL AVOCADO** **OF THE COLLEGE FOOTBALL PLAYOFF**

Shoppers are ready and excited for the football season, and we're back with a fall football program and partnering for the first time ever as **THE OFFICIAL AVOCADO OF THE COLLEGE FOOTBALL PLAYOFF.**

We're celebrating with big wins for huge in-store sales.



**Avocados**  
From  
**Mexico**  
▲▼▲▼▲▼▲▼▲▼  
**ALWAYS GOOD**

THE OFFICIAL AVOCADO OF THE COLLEGE FOOTBALL PLAYOFF



# GUAC MAKES HOMEGATING BETTER



THE OFFICIAL AVOCADO OF THE COLLEGE FOOTBALL PLAYOFF



## The winning partnership that's sure to score

College football brings fans to the field, so let's bring them to your store! With Avocados From Mexico and millions of the College Football Playoffs (CFP) fans, you can expect a big win this season.

## CHECK OUT THE COLLEGE FOOTBALL PLAYOFF'S LINEUP

26.4 million viewers of the past College Football Playoff (CFP) game, building extra excitement for the upcoming January 8, 2024 CFP game.



**182 million people** identify as *passionate college football fans*, splitting equally between men and women.



CFP National Championship *viewership is growing +18% YOY.*



The college football season is over 13 weeks long with more than 1,716 televised games, with every game being a guacamole eating occasion.



469K



626K



504K



155K

Source: Learfield Intercollegiate Fan Report 2021

## INSIGHTS *AND* OPPORTUNITY



Avocados increase the basket size during CFP by an average of \$45.



The week of the CFP drives the highest average EQ lift from the prior week than any other time of year, including Cinco & the Big Game, lifting an average of 19%.



Sports sponsorships drive a 10% lift in purchase intent and 81% of respondents either completely or somewhat trust brand sponsorships at sporting events.

Source: Numerator 2022

**Contact your Regional Director for details.**

All elements, creative and partnerships subject to change.



# GUAC GATING

## FALL FOOTBALL

OCT 23 – JAN 8, 2024

In-Store Date: Oct. 23, 2023

Order while supplies last



**Avocados**  
from **Mexico**  
ALWAYS GOOD

THE OFFICIAL AVOCADO OF THE COLLEGE FOOTBALL PLAYOFF

We are boosting baskets with consumer savings that immediately puts cash right back in shoppers' hands. It's easy for shoppers to:



**BUY 4**  
AVOCADOS



**SNAP**  
A PICTURE OF  
YOUR RECEIPT



**GET \$1**  
CASH BACK



**CFP DISPLAY SIGN**  
11"W x 7"H



**CFP UNIQUE SIGN**  
30"W x 21"H



**CFP FOOTBALL BIN**  
24"L x 24"W x 50"H



**CFP THEMATIC PACKAGING WITH CASH BACK OFFER**  
To order thematic bag graphics please contact your supplier.  
8/18/23



**CFP PALLET BIN**  
48"L x 40"W x 30"H



**CFP MULTI-SECTIONAL BIN**  
51.5"L x 24.8125"W x 30"H



**CFP MEDIUM BIN WITH HEADER**  
25"L x 17"W x 40"H

## IN-STORE ACTIVATIONS



**Contact your Regional Director for details.**

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# ORDER NOW

While supplies last

**Avocados**  
**from**  
**Mexico**  
ALWAYS GOOD

## ASSEMBLED DIMENSIONS & PALLET CONFIGURATIONS

### CFP MEDIUM BIN + HEADER

Holds 2-3 48ct. cases of avocados per bin

#### Assembled Dimensions\*

25"L x 17"W x 30"H (40"H with thematic header)

#### Pallet Configuration

- 40 kits on 48"L x 40"W x 67.5"H
- 40 layers per pallet
- 1 kit per layer

### CFP FOOTBALL BIN + HEADER

Holds 2-3 48ct. cases of avocados per bin

#### Assembled Dimensions\*

24"L x 24"W x 50"H (60"H with thematic header)

#### Pallet Configuration

- 40 kits on 48"L x 40"W x 67.5"H
- 40 layers per pallet
- 1 kit per layer

### CFP PALLET BIN

Holds 7-8 48ct. cases of avocados per bin

#### Assembled Dimensions\*

48"L x 40"W x 30"H

#### Pallet Configuration

- 15 kits on 55.13"L x 40"W x 68.75"H
- 15 layers per pallet
- 1 kit per layer

### CFP MULTI-SECTIONAL BIN + HEADER

Holds 9 48ct. cases of avocados per bin

#### Assembled Dimensions\*

51.5"L x 24.8125"W x 30"H (48"H with thematic header)

#### Pallet Configuration

- 18 kits on 48"L x 40"W x 69.13"H
- 18 layers per pallet
- 1 kit per layer

\*Estimated dimensions

**CFP THEMATIC  
PACKAGING  
WITH CASH  
BACK OFFER**

To order thematic  
bag graphics  
please contact  
your supplier by  
**8/18/23.**



## DON'T MISS OUT ORDER THE GOODS!

### KIT OPTIONS

### QTY

Kit 1: CFP Medium Bin + Header + POS Kit

Kit 2: CFP Football Bin + Header + POS Kit

Kit 3: CFP Pallet Bin + POS Kit

Kit 4: CFP Multi-Sectional Bin + Header + POS Kit

**Provide Specific Delivery Instructions:**

### 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 Phone#: \_\_\_\_\_

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

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

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

**Contact your Regional Director for details.**

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