



Avocados  
From  
Mexico  
ALWAYS GOOD

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

Guac is Always a Good Play for game day. Gear up  
shoppers for every play this football season with  
fresh Avocados From Mexico®.







THE OFFICIAL AVOCADO BRAND OF THE COLLEGE FOOTBALL PLAYOFF



# ALWAYS A GOOD PLAY

This year, the College Football Playoff (CFP) is upping the stakes in a big way with more teams, more games and the biggest audience to date with huge sponsors like ESPN and the SEC. With Avocados From Mexico and the CFP, you can expect big wins all season.

## THE OFFICIAL AVOCADO BRAND OF THE COLLEGE FOOTBALL PLAYOFF

With the leaders in the college football arena on the field, our audience will be bigger than ever.



ESPN College Football  
Saturday 12pm Game  
Halftime Sponsor



SEC Network Pre-game  
Entitlement Sponsorship



The College Football  
Playoff Partnership

### PEOPLE ARE TALKING ABOUT THE COLLEGE FOOTBALL PLAYOFF



480K



675.6K



552K



185.8K



All Media Sponsorships are in current negotiations and subject to change.

### FEED THE FANS

Shoppers are all in on college football, so guac their gameday plans and put fresh Avocados From Mexico within easy reach in your store.

\$41

### AVOCADOS BOOST BASKETS

Avocados **increase the basket size** during CFP by an average of \$41.11.<sup>1</sup>



3X TEAMS



2X VIEWERS



11 GAMES

### = BIGGEST VIEWERSHIP YET

College Football Playoffs will have **3X the teams** this year and **120MM+ projected viewers**, almost double from last year.<sup>2</sup>



### AVOCADOS ARE A BIG TEAM PLAYER

1/3 of fans say **guacamole is a favorite gameday snack** which is why during CFP, baskets over-index with tomatoes (2.8x), onions (2.1x) and tortilla chips (1.8x).<sup>3</sup>

Sources: 1. Numerator Basket Analysis Report, October 23, 2023-January 8, 2024, 2. ESPN Press Room, (January 10, 2024). ESPN Delivers Record Viewership Across College Football Playoff and New Year's Six. 3. Quantilope, College Football '23 & Numerator Basket Affinity Report, December 28-January 9, 2024

Contact your Avocados From Mexico Regional Director for details.

All elements, creative and partnerships subject to change.



OCT 22, 2024 – JAN 6, 2025

# FALL FOOTBALL

Order while supplies last



COLLEGE FOOTBALL  
**PLAYOFF**

Partner

## 360° SUPPORT *FOR* YOUR STORE



**DIGITAL TOOLKIT**

**NATIONAL PR SUPPORT**

**THEMATIC PACKAGING**

**AD CIRCULAR ASSETS**

**CO-BRANDED CFP DISPLAYS**



**MEDIUM BIN**  
Thematic Base & Header  
25"L x 17"W x 40"H



**MEDIUM BIN**  
Generic Base & Thematic Header  
25"L x 17"W x 40"H



**MULTI-SECTIONAL BIN**  
Thematic Base & Header  
51.5"L x 24.8125"W x 48"H



**DOUBLE-SIDED THEMATIC DISPLAY SIGN**  
11"W x 7"H



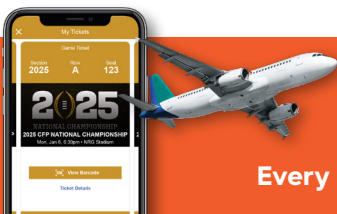
**THEMATIC PACKAGING WITH REBATE**  
To order thematic bag graphics please contact your supplier.  
**ORDERS DUE 8/13/24**



**NEW**

### THEMATIC DIGITAL TOOLKIT

- Use in retail circular ads, social media, ecomm and more!
- Includes logos, high-resolution program assets, 2 sets of 3 display ads ("learn more" and "buy now" button options) and 1-3 social posts.



**ALL SEASON LONG,  
SHOPPERS CAN SCORE TOO!**

Every time shoppers buy, they'll get:

- ▶ **FREE** Avocados From Mexico
- ▶ A chance to **WIN** an all-expense-paid trip to the College Football Playoff National Championship Game
- ▶ **ENTRIES** on every purchase

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## ASSEMBLED DIMENSIONS & PALLET CONFIGURATIONS

### 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

### 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

**THEMATIC  
PACKAGING**  
To order thematic  
bag graphics,  
please contact  
your supplier.

**ORDERS DUE  
8/13/24**

**ORDER  
NOW**  
While  
supplies  
last



## DON'T MISS OUT ORDER THE GOODS!

### KIT OPTIONS

### QTY

Kit 1: Medium Bin — Thematic Base + Thematic Header + POS Kit + Digital Toolkit

Kit 2: Medium Bin — Generic Base + Thematic Header + POS Kit + Digital Toolkit

Kit 3: Multi-sectional Bin — Thematic Base + Thematic Header + POS Kit + Digital Toolkit

**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: \_\_\_\_\_

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