



To complement NTT 17-17, we would like to provide additional details regarding how industry partners can participate in the Commissary's 150th Anniversary program.

A special "door prize program" has been created for the anniversary celebration on July 1. The Points of Contact for this door prize program are listed at the end of this message. The anniversary celebration will be similar to a "mini-grand opening." DeCA will provide marketing kits to stores, and Industry will be incorporating gold décor and the specially created 150th logo into all of their promotions during DP 13 & 14. Also Industry may bring "demo trucks" and "product characters" as part of this anniversary celebration. All bakery contractors have come forward to provide anniversary cake slice samples to all patrons worldwide on July 1st. For commissaries that do not have contractors, Industry partners have come forward to purchase cakes for those commissaries that do not have contractors.

DEADLINES:

- **March 3rd** Supplier commitment to participate
- **April 14th** Door Prizes to Central Locations¹
- **Week of April 24th** Industry Day at Central Location to build "Door Prize" Boxes for Stores

Listed are other creative promotions that will be offered by Industry:

- Limited edition, specially labeled soda bottles for resale using the black and white nostalgic commissary photos along with a short history located on back.
- Limited edition specially printed/designed reusable shopping bags using b/w photos as well as modern full-color photos of commissaries, for resale.
- Patriot Perks Program will offer a 150th Anniversary Contest through social media – "Text to Win a Free Year of Commissary Groceries," plus many other prizes.
- The 150th Anniversary Kids' Coloring Contest via social media will be executed in April (Month of the Military Child) and an Industry member will judge/print the winning entries on a reusable bag for resale.
- There are radio spots from Shaquille O'Neal, Richard Petty, Ocean Spray Guys in the Cranberry Bog, Andre Roberts, Kyle Bush, and Alejandro Villanueva.
- Beginning in March and ending July 31, commissaries will use the Wall of Value as the location of the 150th Anniversary Wall of Savings! Designing a banner that would hang above this area to attract shoppers to the deals.
- Reminder: Hashtag for the 150th: #commissaryturns150; to be used on social media beginning February 1, 2017.

The Points of Contact for Industry's Door Prize Program:

- Alex Sizemore, Dunham & Smith, (804) 541-1587; asizemore@dunhamsmith.com
- KC Remick, Kellogg, (678) 923-9539; kc.remick@kellogg.com

¹ Locations to which your door prizes should be sent (6 total):

CPFD

1015 Performance Drive
Stockton CA 95206

MDV Spartan Nash Norfolk

1133 Kingwood Ave
Norfolk, VA 23502

MDV Spartan Nash Columbus

6175 Technology Blvd, Ste 1000
Midland, GA 31820

MDV Spartan Nash SA

2330 Roosevelt Ave
San Antonio, TX 78210

MDV Spartan Nash Bloomington

311 North Curry Pike
Bloomington, IN 47404

MDV Spartan Nash OK City

1101 SE 59th St.
Oklahoma City, OK 73129