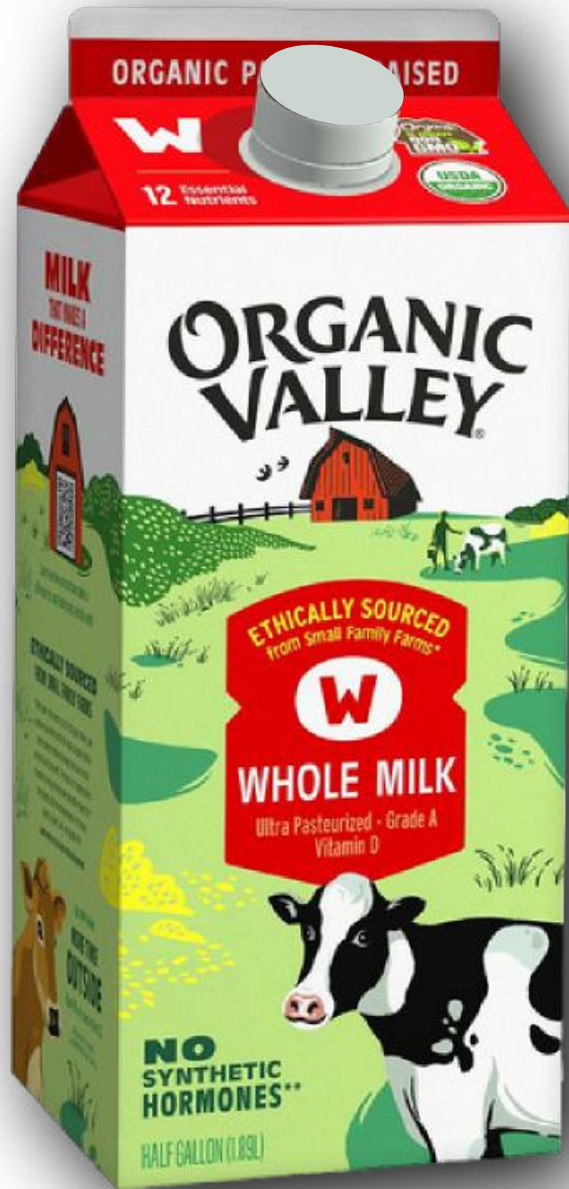


ORGANIC VALLEY®

Packed with the Good Stuff





What's inside this carton of milk?

The Ebert Family

Reedsville, WI





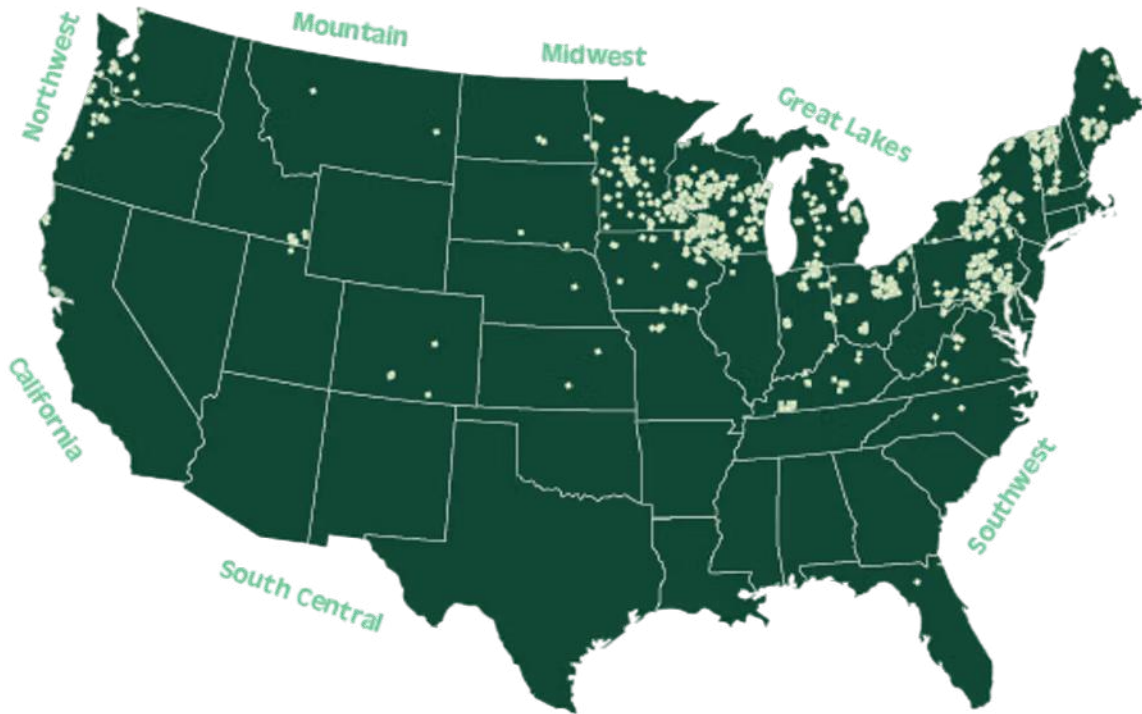
ON A MISSION
TO SAVE
**SMALL
FAMILY FARMS**



Here's what we both bring to the table.



The Dairy Partner for America's Dairyland



538,967 Packers Shareholders
1,600 Organic Valley Co-Op Members



#1 Most Dairy Farms
#1 Most Organic Valley Acres
#1 Team in Wisconsin



8.5M Packers Fans Prefer to Serve Organic and Natural Foods to Their Family
2.2M Packers Fans Would Consider Purchasing Organic Valley

Packed with the good stuff.

Through impactful partnership we will drive organic consumer education nationwide, invest in creating change for good, & be the trusted family-first dairy partner for football's most storied franchise, right here in America's Dairyland.





TOGETHER WE WILL

01

Tell Your Brand Story +
Increase Organic Awareness

02

Drive Growth via Sales & Trial

03

Enact Community Stewardship;
Power of Being a Good Neighbor



Packed with
the good stuff.

The Always-On Season
A Farmer's Work is Never Done



Off-Season Programs **The Always- On Season**

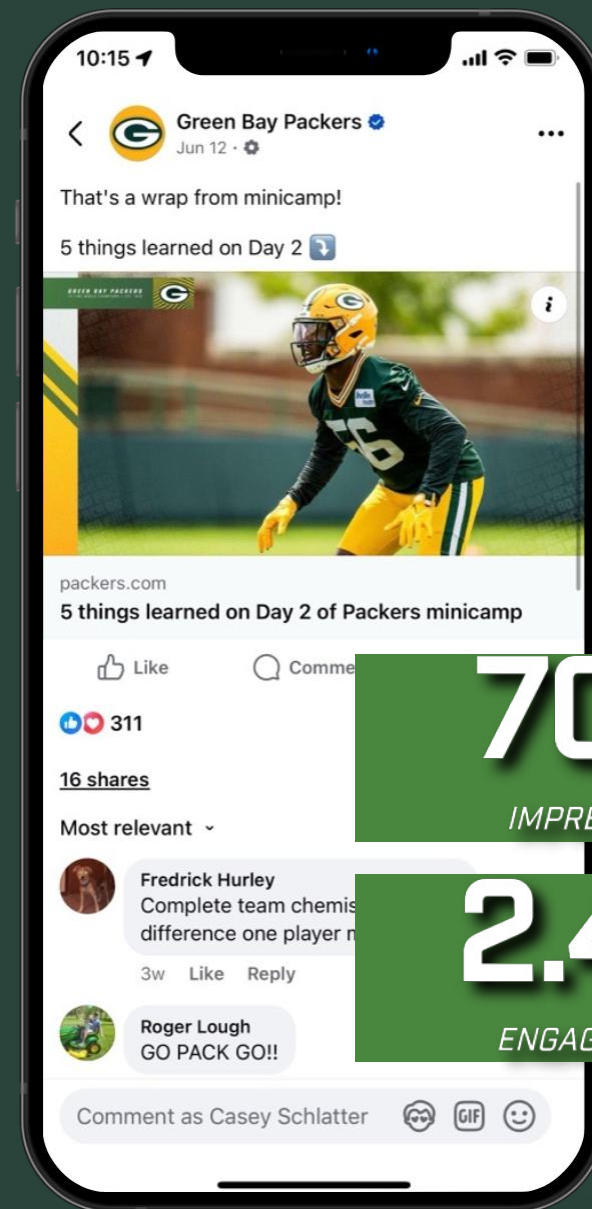


OFFSEASON CONTENT Investing in Our Future

PRESENTED BY



- OTA's
- Rookie Minicamp Photo Gallery
- Rookie Minicamp (social coverage)
- Minicamp Coverage
- Off-Season Training



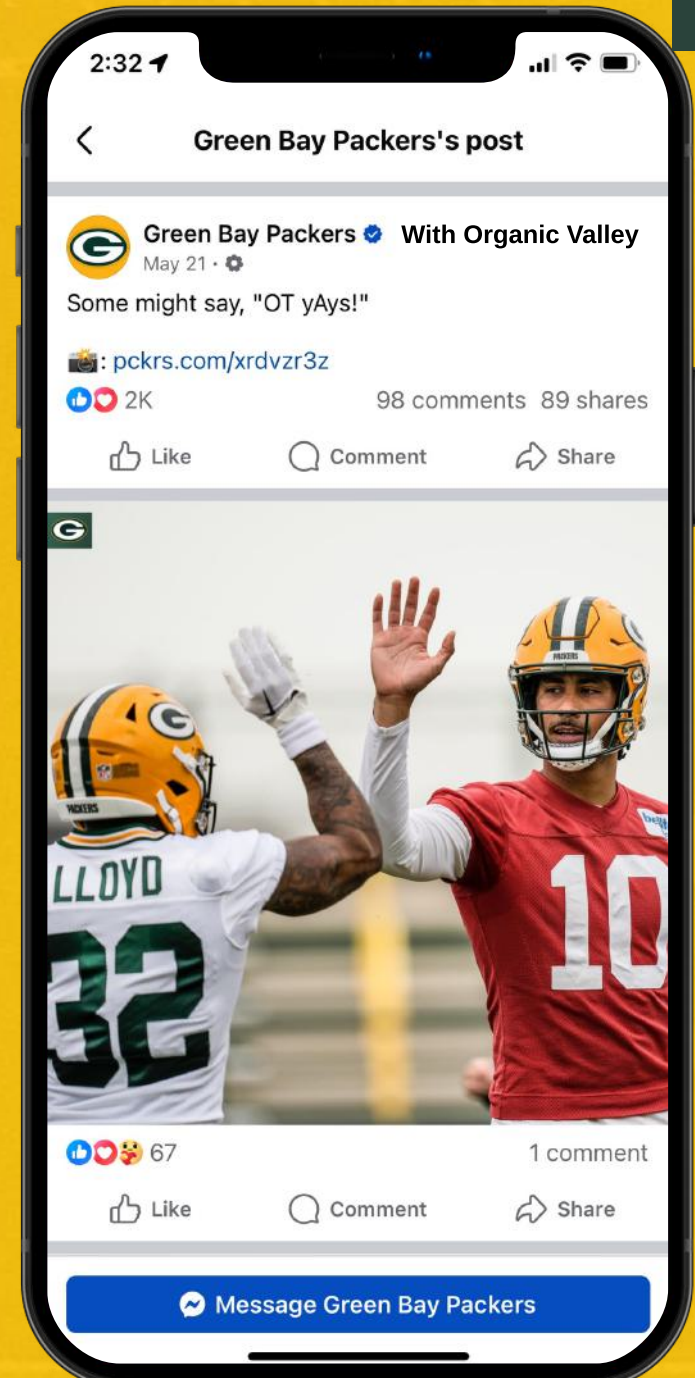
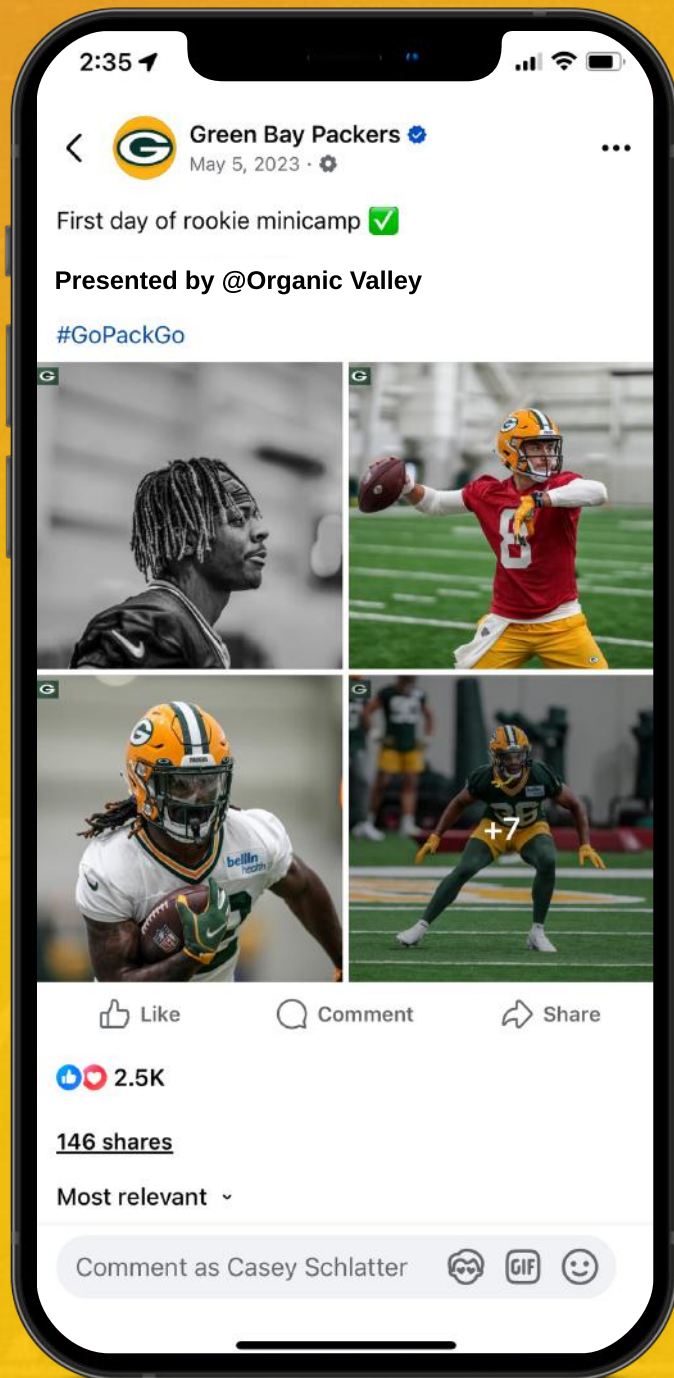
70M

IMPRESSIONS

2.4M

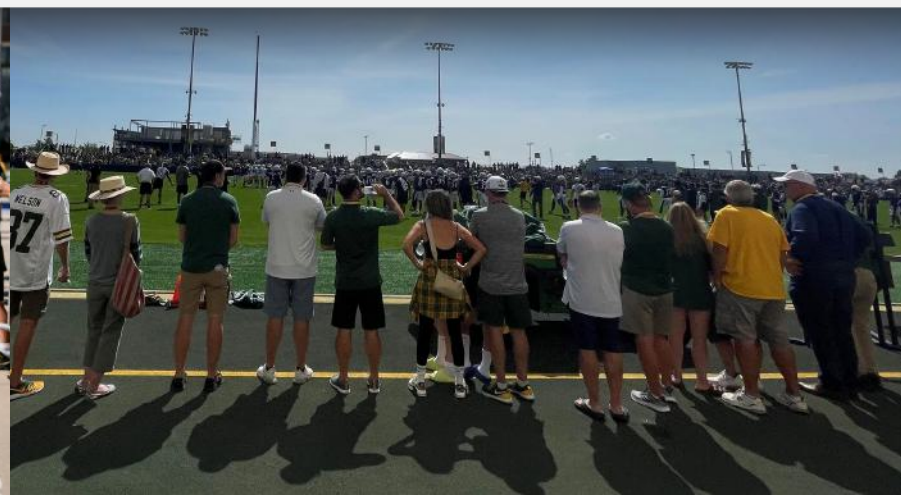
ENGAGEMENTS

Source: Zoomph [7-9-24]





TREAT YOUR GUESTS TO A ONCE-IN-A-LIFETIME EXPERIENCE

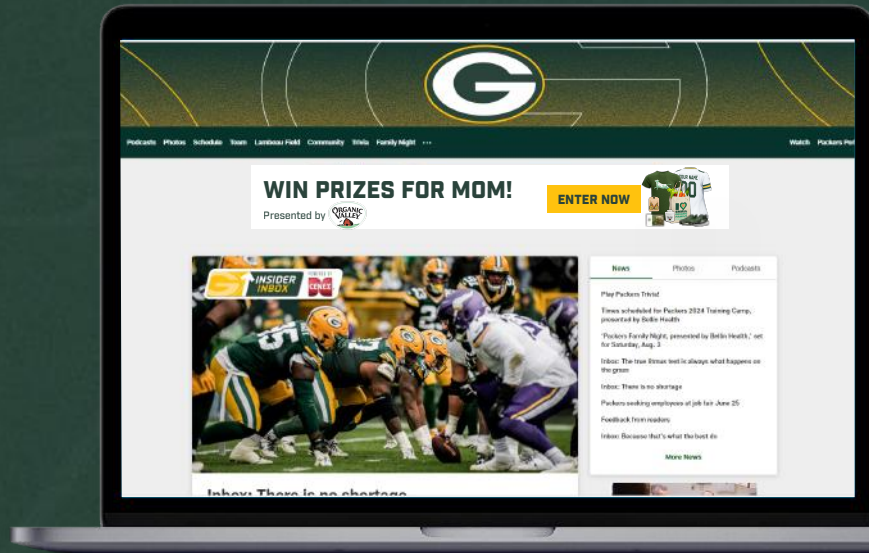


TRAINING CAMP, 1K/5K, FAMILY NIGHT & REGULAR SEASON ACTIVATIONS

ENGAGE 1-ON-1 WITH FAMILIES



Mother's Day Sweepstakes Database Building & Brand Storytelling





LEVERAGE FAN PASSION YEAR-ROUND

Build Brand Trust at Retail

HOMEPAGE TAKEOVER & E-NEWS

Our Story & Why Organic?





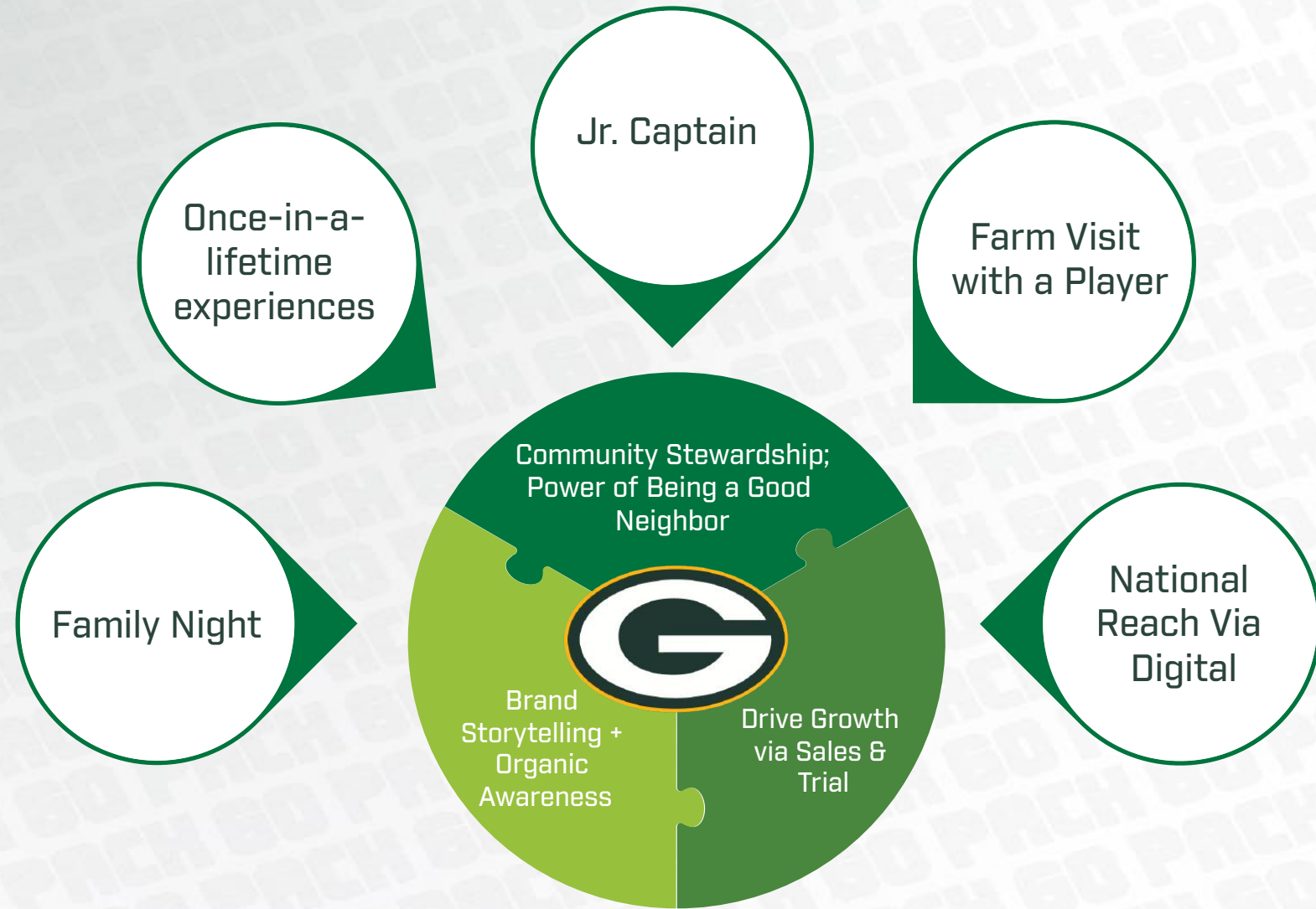
This milk saves family farms.

Packed with the Good Stuff





In-Season Programs **Packed with the good stuff.**



The Story Behind The Carton

Organic Valley JR Captain



What's Inside:



LAMBEAU FIELD



21 | 28

10:34 4TH :10

DOWN | TO GO
3RD | 10

TODAY'S JUNIOR
CAPTAIN:

JACKSON



ONEIDA CASINO

Lite

ticketmas

ORGANIC VALLEY JUNIOR CAPTAIN

CAPTURE HEARTS & MINDS

RETIRED NUMBERS

14

DON HUTSON

3

TONY CANADEO

15

BART STARR

66

RAY NITSCHKE

92

REGGIE WHITE

AMPLIFY YOUR STORY OF DOING GOOD

TARGETED IMPRESSIONS



BOOSTED SOCIAL MEDIA



SHARED EMAIL

AMPLIFY YOUR STORY OF DOING GOOD

OUT OF HOME CONNECTIONS

**Packed with the good stuff.
Including Packers tickets**

Scan your carton to enter



STATEWIDE MEDIA

STADIUM ENTRY/EXIT

**LAMBEAU
FIELD**

1265 LOMBARDI AVENUE



PACKERS PRO SHOP

HALL OF FAME

STADIUM TOURS

1919 KITCHEN & TAP

**Associated
Bank**

**Kwik
Trip**



LAMBEAU FIELD



21 | 28

10:34 4TH :10

DOWN 3RD TO GO 10



CLOSED CAPTION
CLOSED CAPTION

ONEIDA CASINO

Lite

ticketmaster

bellinhealth

RETIRED NUMBERS

14

DON HUTSON

3

TONY CANADEO

15

BART STARR

66

RAY NITSCHKE

92

REGGIE WHITE

4

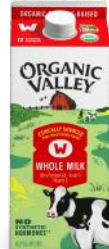
BRETT FAVRE

IN-STADIUM DIGITAL SIGNAGE

IN THE EYES OF 80K FANS



**LOVE WHAT YOU
BRING TO THE TABLE**



**LOVE WHAT YOU
BRING TO THE TABLE**



350 348 346

CONCOURSE LED SIGNAGE

CAPTURE THE GAMEDAY AUDIENCE



Provide Bucket List Memories

Entertain customers, recognize employees, or partners at Legendary Lambeau Field.



In Market Support- Goodness from the Ground Up.

Leverage retail engagements, host in-market contesting + surprise & delight.





Bringing the Good Across Wisconsin
Local to You

We want to show fans where our food comes from. The magic happens when you visit our farms.





First Down for Trees

Help offset emissions while cheering for team performance on and off the field!



Since 2011- 7,194 trees have been planted through the program, providing total lifetime benefits of nearly \$34M through stormwater runoff reduction, CO2 reduction, energy savings, air quality improvement, and property value increase.



**Proudly Served at
Lambeau Field**

A woman and a young child are shown in profile, facing each other and hugging. They are both wearing Green Bay Packers green and yellow hoodies. The child is wearing a green and yellow beanie with 'PACKERS' written on it. The woman is wearing a dark grey beanie. The background is a blurred outdoor setting with trees.

In 2023-2024, 78% of Packers Fans agreed the team

UNIFIES & BRINGS PEOPLE TOGETHER

Source: NFL Fan Tracker, Fiscal Years 2022-2023 & 2023-2024

"From what I've herd, this partnership is packed with the good stuff!"

