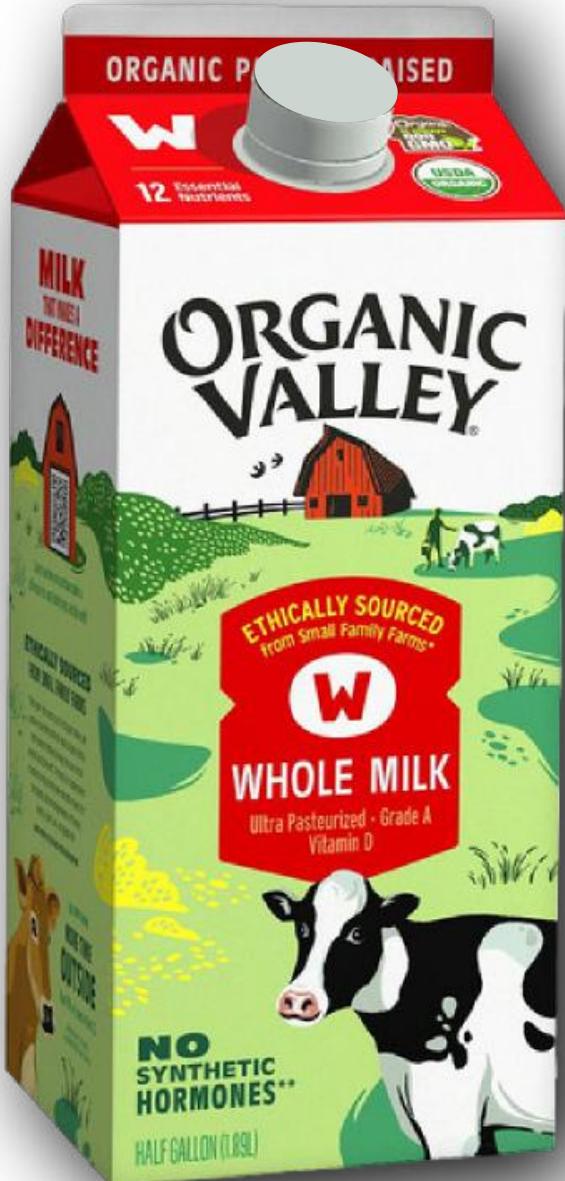


ORGANIC VALLEY®

Packed with the Good Stuff





What's inside this
carton of milk?



The Ebert Family

Reedsville, WI





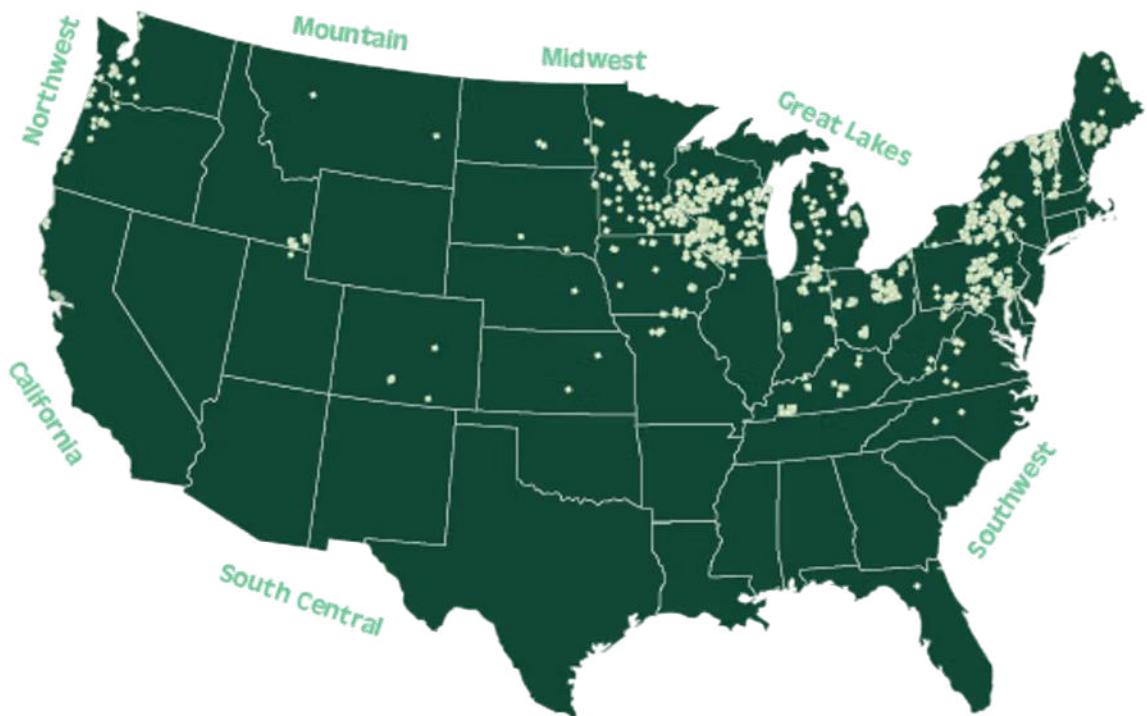
ON A MISSION
TO SAVE
**SMALL
FAMILY FARMS**



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



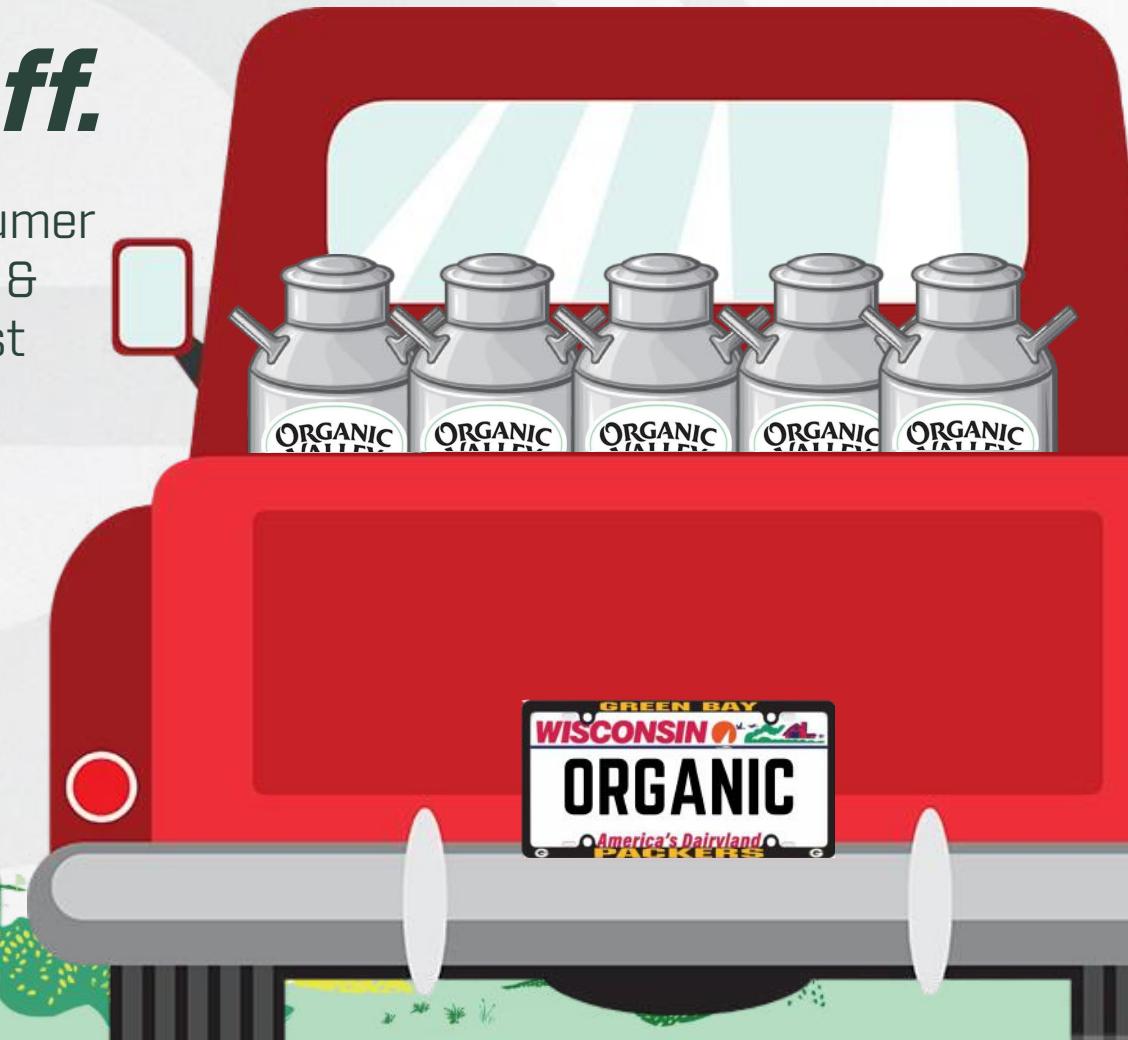
- #1** Most Dairy Farms
- #1** Most Organic Valley Acres
- #1** Team in Wisconsin



- 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**



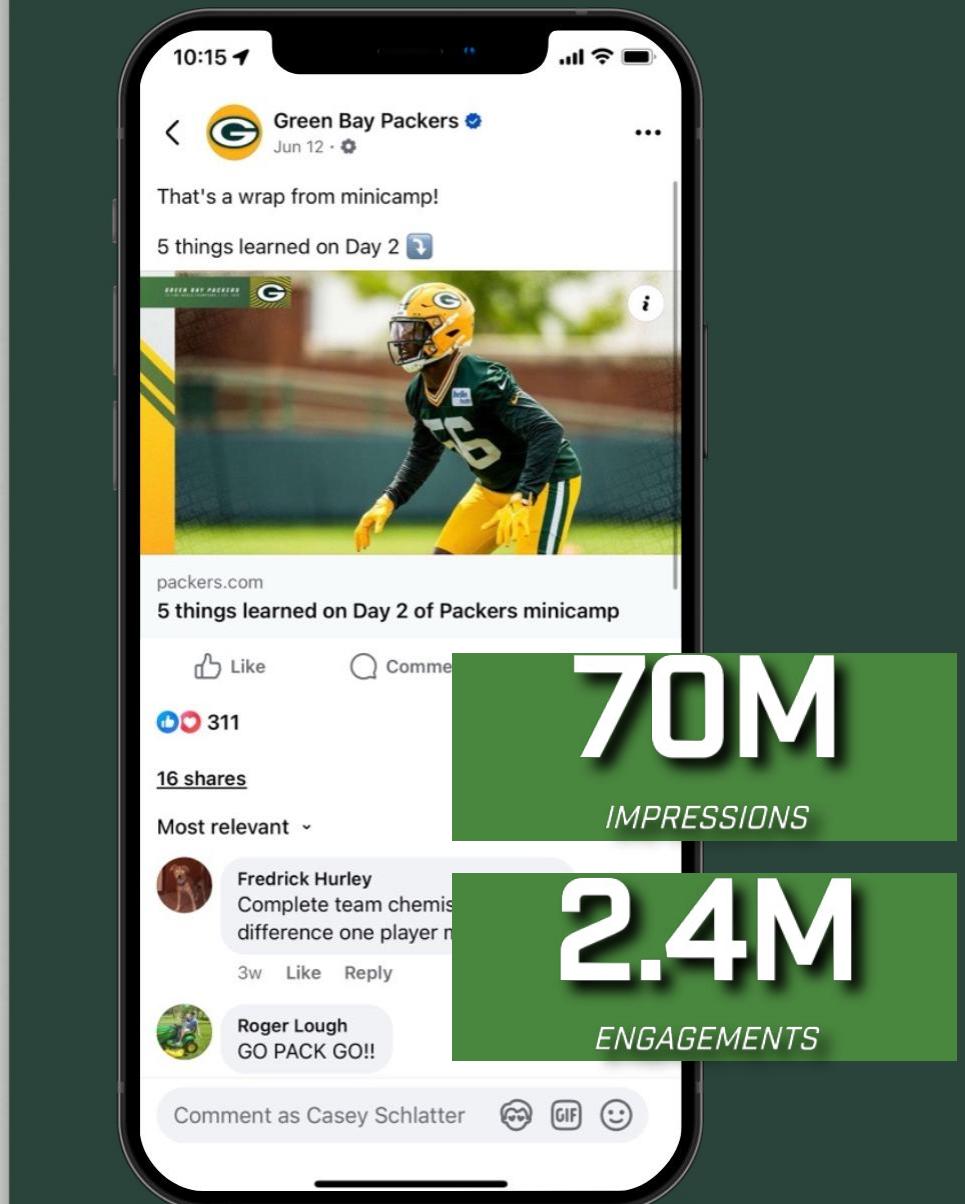
OFFSEASON CONTENT

Investing in Our Future

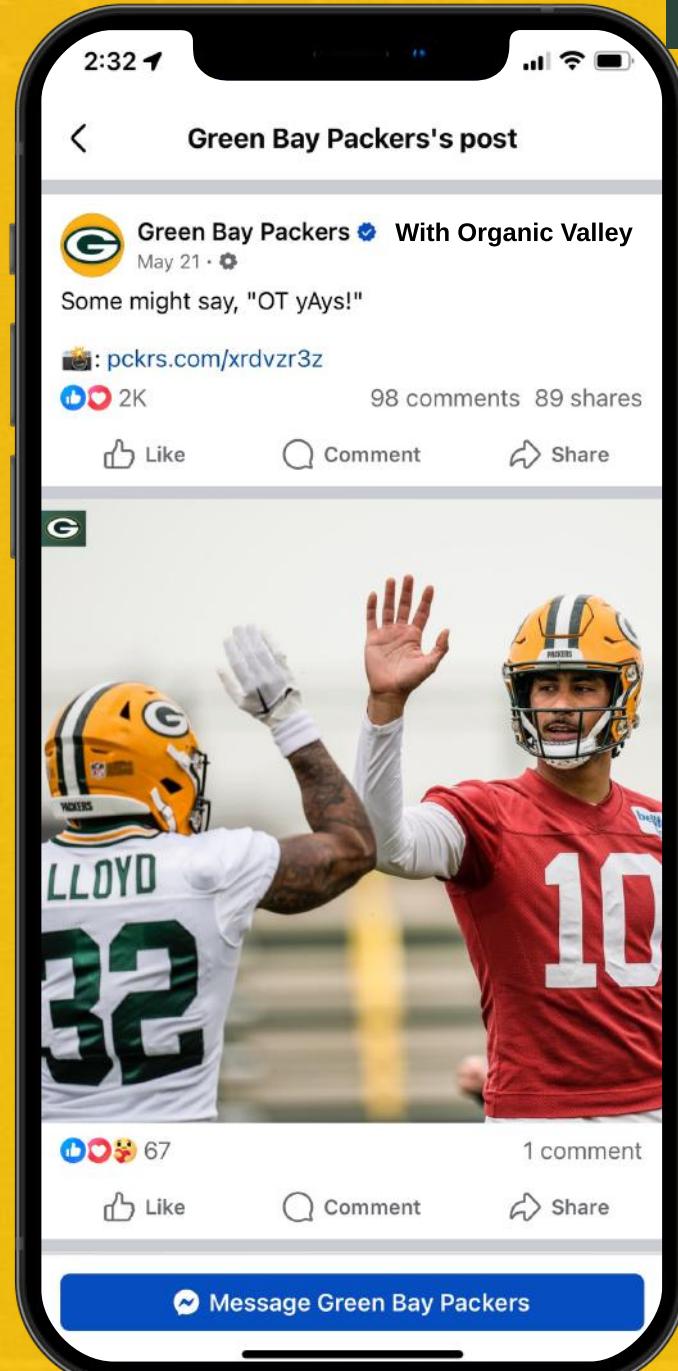
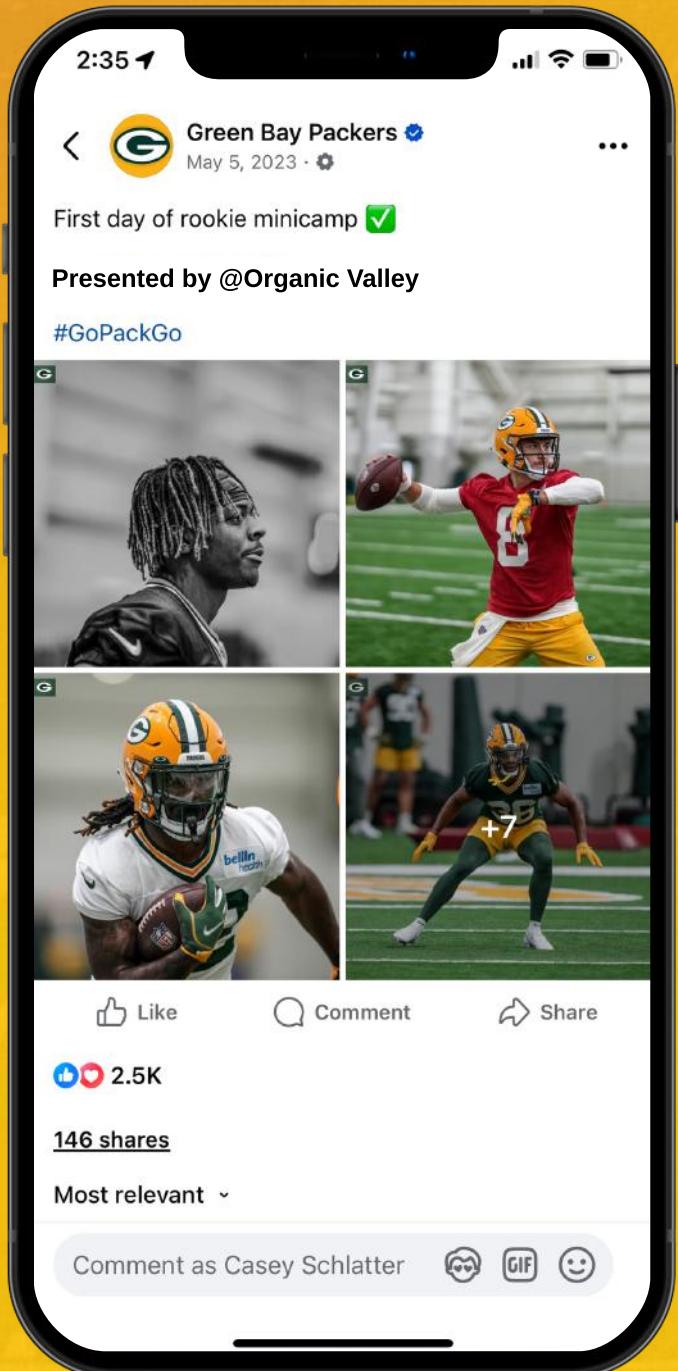
PRESENTED BY

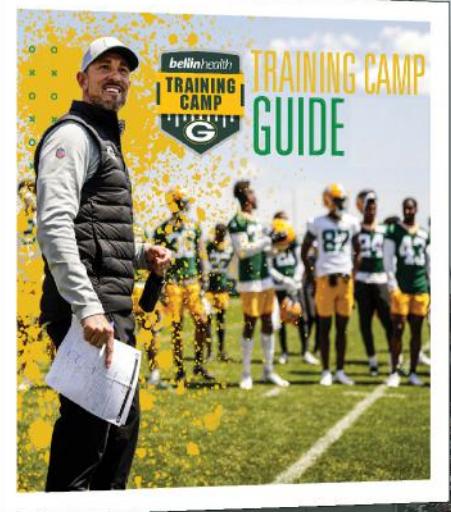


- OTA's
- Rookie Minicamp Photo Gallery
- Rookie Minicamp (social coverage)
- Minicamp Coverage
- Off-Season Training

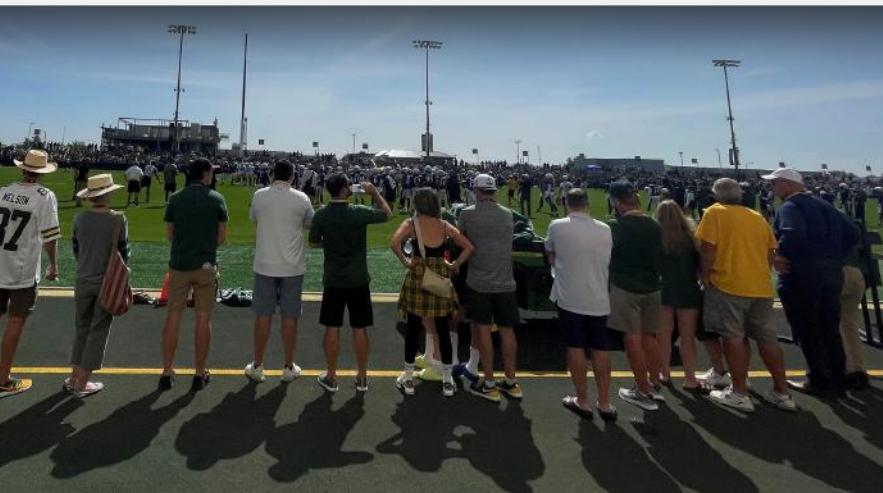


Source: Zoomph (7-9-24)





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

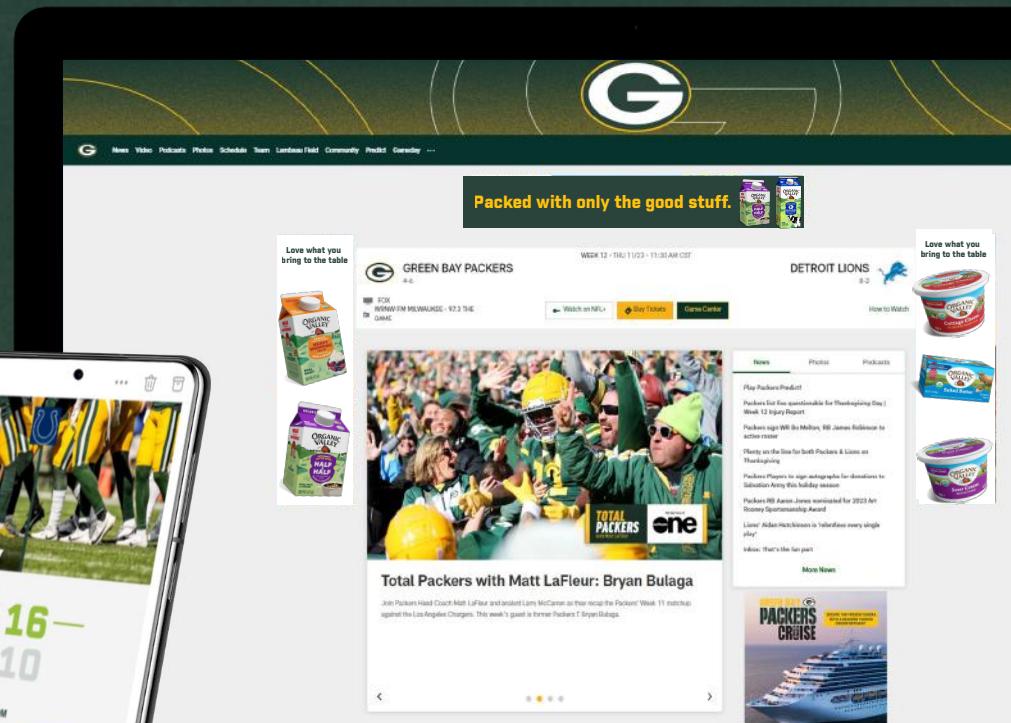
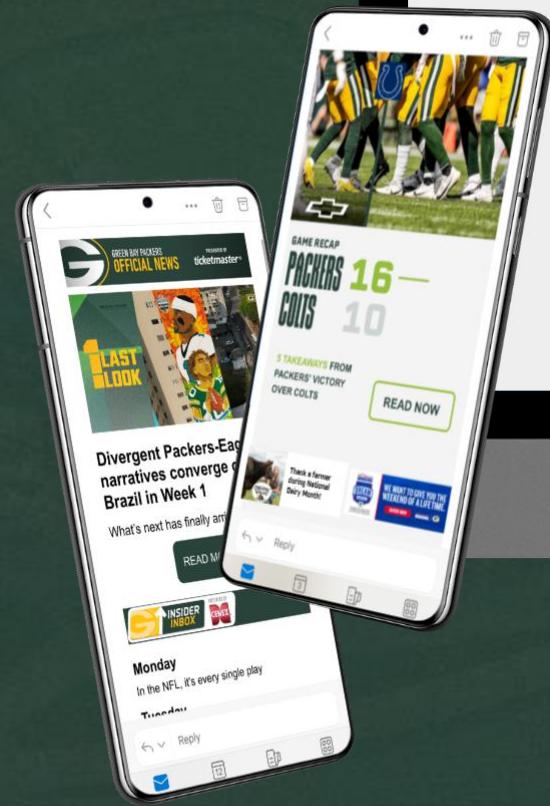




LEVERAGE FAN PASSION YEAR-ROUND
Build Brand Trust at Retail

HOME PAGE TAKEOVER & E-NEWS

Our Story & Why Organic?





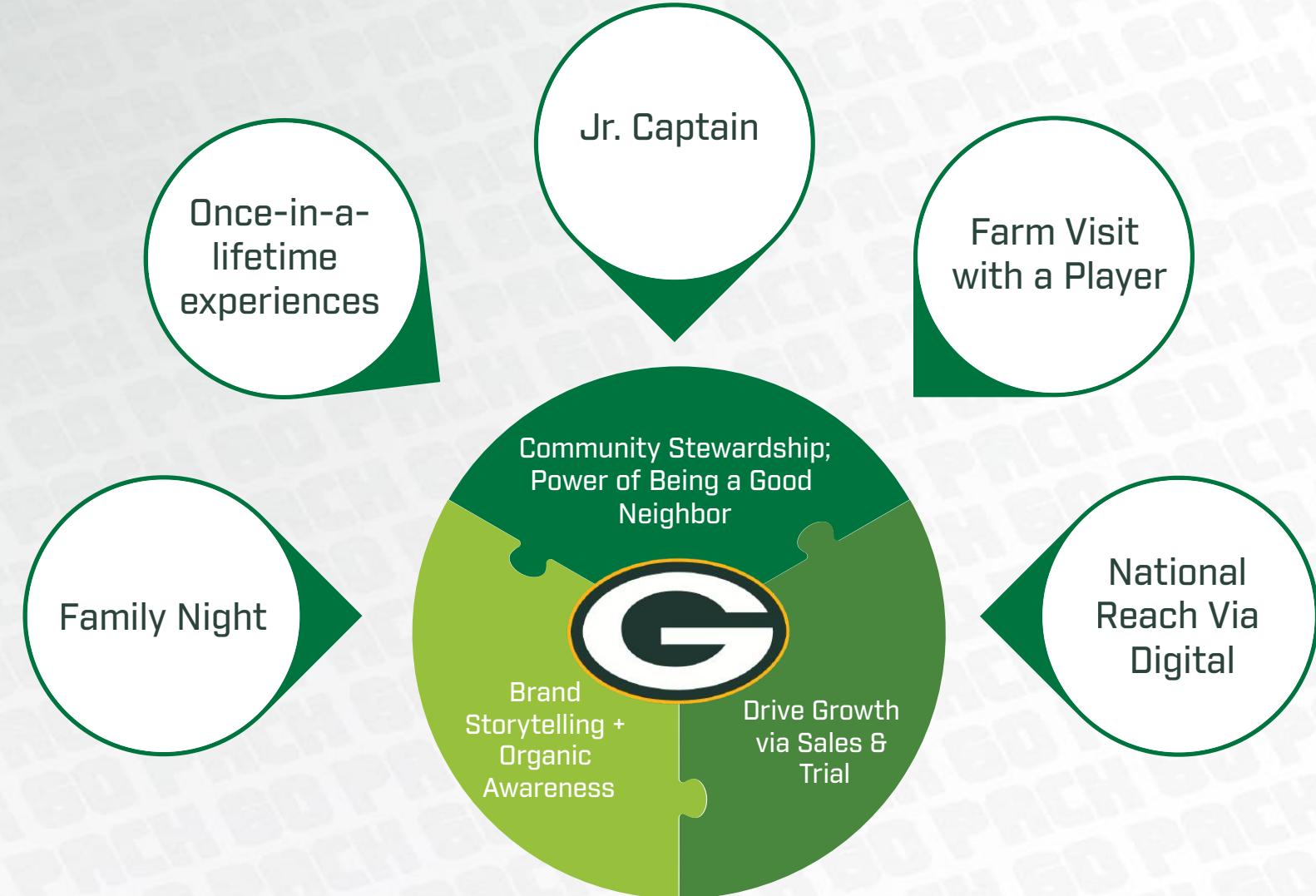
This milk saves family farms.

Packed with the Good Stuff



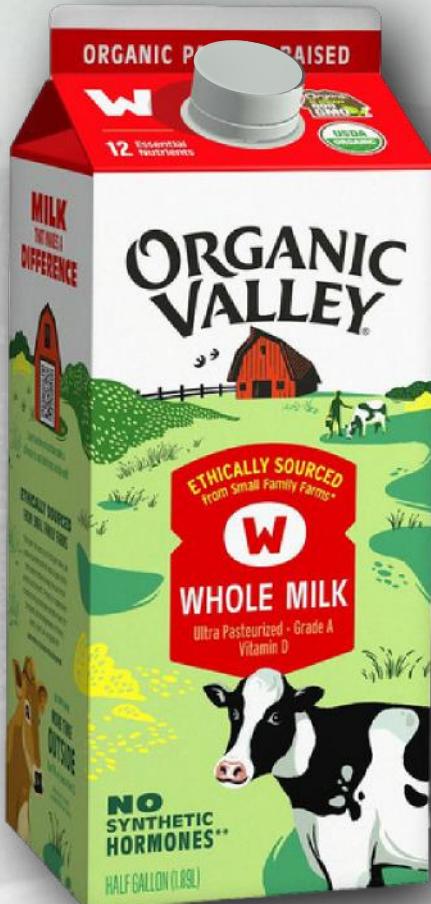


In-Season Programs **Packed with the good stuff.**



The Story Behind The Carton

Organic Valley JR Captain



What's Inside:



LAMBEAU FIELD



**TODAY'S JUNIOR
CAPTAIN:**

JACKSON



ONEIDA CASINO

Lite

ticketmaster

ORGANIC VALLEY JUNIOR CAPTAIN

CAPTURE HEARTS & MINDS

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

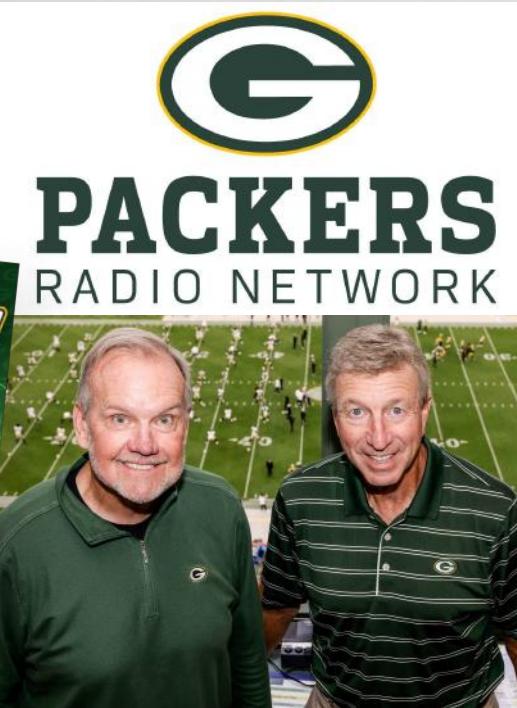
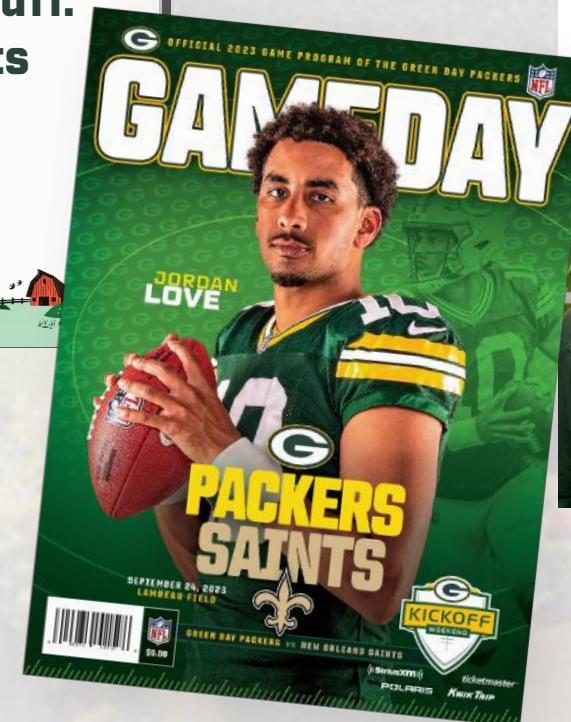
AMPLIFY YOUR STORY OF DOING GOOD



OUT OF HOME CONNECTIONS

Packed with the good stuff.
Including Packers tickets

Scan your carton to enter



STATEWIDE MEDIA

STADIUM ENTRY/EXIT



LAMBEAU FIELD



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**



137
138
136
35

BEER



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



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!"

