



USPS Official Licensed Product  
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## Sponsorship Details

In Honor of our United States military service personnel everywhere, Cookie Club of America, Inc. (CCA) invites select distinguished companies and organizations to participate in a unique and unprecedented sponsorship marketing opportunity on the packaging of our new single service military emblem cookies for up to three years to demonstrate support for our troops. Interested parties can view a short video explaining and illustrating the sponsorship opportunity online at [www.cookieclubofamerica.com](http://www.cookieclubofamerica.com).

CCA has created markets and sells United States Military Emblem Cookies under unprecedented written authorization from the Department of Defense and from each branch of our Armed Services. CCA embossed the **Official Service Emblems** of the United States Army, Air Force, Navy, Marine Corps, Coast Guard, Air and Army National Guards, on beautifully crafted and delicious cookies. CCA founder Cliff Smith says, "Coupled with a truly philanthropic element toward our fellow countrymen and all politics aside, this highly exclusive and affordable sponsorship marketing opportunity will affect millions and should be considered by any organization as a valuable long-term advertising initiative. Our program offers tremendous visibility for patriotic companies and organizations and will help support our military families."

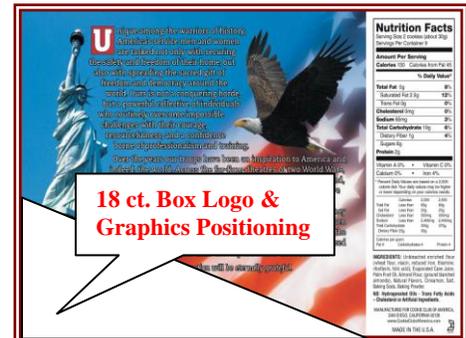
**Eligibility:** Open to qualified companies, philanthropic organizations or individuals directly or indirectly involved with supporting our military personnel. CCA welcomes everyone and reserves the right to make the final and sole decision on accepting each sponsor. Sponsorship benefits include total exclusivity with only seven (7) Military Single Service Sponsorships available and only ONE (1) sponsor per service. Sponsorships are currently available for the United States Army, Navy, Air Force, Marine Corps, Coast Guard, Air National Guard and Army National Guard.



### Sponsorship Benefits include:

- ❖ **Exclusivity - Only Seven Military Single Service Sponsorships! ONE (1) Sponsor per Service!**

1. **United States Army**
2. **United States Navy**
3. **United States Air Force**
4. **United States Marine Corps**
5. **United States Coast Guard**
6. **United States Air National Guard**
7. **United States Army National Guard**



**Massive Exposure-** Sponsors will be represented on ALL size single service cookie packages for up to three (3) years or three (3) million units! Sponsors' color logo will appear alongside sponsors' "tag line" or will appear with the following; "PROVIDED IN PART THROUGH A SPECIAL GRANT FROM YOUR CORPORATION OR ORGANIZATION".



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**Prospective Audience** – Sixty (60) million people including: military service personnel from the past, present and their families. The overwhelming majority of our citizens strongly support our military personnel. This large potential market will be reached through military food service, retail and civilian consumer markets. Outlets may include: Defense Commissary Agency (DeCA), Army Air Force Exchange Service (AAFES), Navy Exchange (NEXCOM), Marine Corps Exchange, Coast Guard Exchange, civilian grocery, drug and mass market.

CCA Military cookies are all natural and contain no artificial ingredients, cholesterol, hydrogenated oils, Trans fatty acids or preservatives.

**Advertising with a Heart** - CCA Military Emblem Cookie activities honor and help support military families of Military Service Personnel through donations from a portion of CCA profits to the National Military Family Association, [www.nmfa.org](http://www.nmfa.org).

**Fees** - When compared to traditional exposure methods like expensive tradeshows, print media, radio or TV advertising, CCA sponsorship costs are a very affordable. Sponsors can become a Stripes Sponsor for one (1) year or one million units for only \$49,000... or a Star Sponsor for three (3) years or three (3) million units for only \$98,000.

**Payment** - payments are made in U.S. Dollars and in advance to Cookie Club of America, Inc. (CCA).

Cookie Club of America, Inc.  
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Web site address: [www.cookieclubofamerica.com](http://www.cookieclubofamerica.com)

**Company History** - In 2004 CCA's, Military Emblem Cookies were successfully introduced and tested in twenty-two states through twelve large grocery retailers and valued venues. They were also honored in 2005 by the International Food Service Executives Association (IFSEA) and were featured most recently at the 2007 The Armed Forces Communications and Electronics Association (AFCEA) West Conferences in San Diego. They have been requested by the Military Order of the Purple Heart and entertained high level Washington Dignitaries and Military Brass including: The Pentagon, Chairman of the Joint Chiefs of Staff, Secretary of Defense and the President of the United States. Tons of cookies have been shipped to our troops serving throughout the Middle East and bring comfort to recovering service men and women at Walter Reed Army Medical Center Hospitals and Veterans Hospitals throughout the world. Military Emblem Cookie activities honor and help support military families of Military Service Personnel through donations of a portion of the profits to the **National Military Family Association (NMFA)**, [www.nmfa.org](http://www.nmfa.org). Interested parties can view a short video explaining and illustrating the sponsorship opportunity online at: [www.cookieclubofamerica.com](http://www.cookieclubofamerica.com).