



# ALL-AMERICA SELECTIONS®

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## **NEW!** **All-America Selections** **Three Tier Marketing Program**

*The following are new, and additional, marketing and promotion efforts for AAS Winning varieties that generate assessment income of more than \$10,000/year/variety\*  
The benefits in Tier 2 and 3 are in addition to the usual promotions all AAS Winners receive, which are outlined on page 2 as "Tier 1" promotions.*

### **Tier 3: Additional promotion for AAS Winners that generate between \$15-20K in assessments in one year (12 months):** *(choose one)*

- Option 1: Advertising credit of \$2,000 toward breeder's promotion of this variety
- Advertisement must include the AAS logo and explanation of why that variety won the AAS award
- Option 2: Social media/Pinterest campaign
- Includes all coordination, post writing and schedule plus \$1,000 in paid promotion
- Option 3: Newswire article about this Award-winning variety, how it was trialed, special features, etc., written by Melinda Myer PLUS "Story Behind the Story" e-newsletter and blog on AAS website
- Typical article written and distributed by Melinda gets 150-250 newspaper pickups

### **Tier 2: Additional promotion for AAS Winners that generate between \$10-15K in assessments in one year (12 months):** *(choose one)*

- Option 1: Advertising credit of \$1,000 toward breeder's promotion of this variety
- Advertisement must include the AAS logo and explanation of why that variety won the AAS award
- Option 2: Social media/Pinterest campaign
- Includes all coordination, post writing and schedule plus \$500 in paid promotion
- Option 3: Newswire article about this Award-winning variety, how it was trialed, special features, etc., written by Melinda Myer
- Typical article written and distributed by Melinda gets 150-250 newspaper pickups

*\*Assessment payments are due by January 31 of each year. The yearly assessment income will be analyzed in February to determine which AAS Winners are eligible for the additional promotions outlined above.*

