

**KELLOGG'S® SPECIALTY CHANNELS K-12 JOYFUL MOMENTS
SUMMER FEEDING INCENTIVE**

Official Terms & Conditions

KELLOGG'S® SPECIALTY CHANNELS K-12 FOODSERVICE ACCOUNTS AND ELIGIBLE OFF-PREMISE SUMMER FEEDING LOCATIONS: Beginning 5/1/17 through 7/30/17 ("Promotion Period"):

1. UPFRONT PROGRAM INCENTIVE: K-12 School District Foodservice Operators for eligible K-12 Foodservice Accounts and eligible off-premise summer feeding locations that agree to purchase at least one hundred (100) incremental cases over the duration of the Promotion Period of the below indicated **Kellogg's®** products ("Participating Products") at the time of program enrollment will receive ten (10) movie vouchers (ARV \$12 ea. movie voucher). Check each voucher for expiration date. Attendance at an age-appropriate movie is not the responsibility of the Sponsor and should be monitored by movie voucher recipient's parent/legal guardian and/or respective participating theater. Movie vouchers are subject to the terms and conditions associated with their use. See movie voucher for eligible locations. Upfront program incentive of ten (10) movie voucher is a one-time only offer and does not compound with subsequent orders. CENTRAL PROGRAM INCENTIVE: K-12 School District Foodservice Operators for eligible K-12 School District Foodservice Accounts and eligible off-premise summer feeding locations will earn a reward (as further described in section #2 below) with every purchase of twenty (20) incremental cases of Participating Products from their designated foodservice distributor during the Promotion Period ("Qualifying Purchase"). **NOTE:** In order to qualify for the incentive, the Qualifying Purchase for the K-12 Foodservice Account or eligible off-premise summer feeding locations must result in an incremental purchases during the Promotion Period as compared to the same period the year prior.

SKU	Description	Size
3800055130	Kellogg's® Pop-Tart® Whole Grain Frosted Strawberry	120 / 1 ct.
3800055133	Kellogg's® Pop-Tarts® Whole Grain Frosted Strawberry	72 / 2 ct.
3800055122	Kellogg's® Pop-Tarts® Whole Grain Frosted Cinnamon	120 / 1 ct.
3800055125	Kellogg's® Pop-Tarts® Whole Grain Frosted Cinnamon	72 / 2 ct.
3800012070	Kellogg's® Pop-Tarts® Whole Grain Chocolate	120 / 1 ct.
3800012073	Kellogg's® Pop-Tarts® Whole Grain Chocolate	72 / 2 ct.
3800011052	Kellogg's® Rice Krispies Treats® Whole Grain	1.41 oz. / 80 ct.
3800014567	Kellogg's® Rice Krispies Treats® Squares Chocolatey Chip Whole Grain	1.59 oz. / 80 ct.
3800026547	Kellogg's® Rice Krispies Treats® Squares	1.3 oz. / 80 ct.
3800014540	Kellogg's® Rice Krispies Treats® Squares Mini Whole Grain	0.42 oz. / 600 ct.
3800059772	Kellogg's® Nutri-Grain® 1 Bread Cereal Bar Strawberry	96 ct.
3800059779	Kellogg's® Nutri-Grain® 1 Bread Cereal Bar Apple Cinnamon	96 ct.
3800090819	Kellogg's® Nutri-Grain® 1 Bread Cereal Bar	96 ct.

	Blueberry	
2410079263	Cheez-It[®] Made with Whole Grain	.75 oz. / 175 ct.
2410010971	Cheez-It[®] Made with Whole Grain Bulk Case	4 / 3 lbs. bags
3010091822	Keebler[®] Honey Grahams with Calcium	150 / 3 ct.
3010038406	Keebler[®] Honey Grahams	200 / 2 ct.
3010091829	Keebler[®] Original Grahams	150 / 3 ct.
3010091819	Keebler[®] Honey Grahams with Fiber	150 / 3 ct.
3010040213	Keebler[®] Elf Grahams Original	150 / 1 oz.
3010040239	Keebler[®] Elf Grahams Chocolate	150 / 1 oz.
3010040221	Keebler[®] Elf Grahams Cinnamon	150 / 1 oz.
3010045682	Keebler[®] Gripz[®] Cinnamon Grahams	150 / .9 oz.
3010080741	Keebler[®] Gripz[®] Chocolate Chip Grahams	150 / 1 oz.
3010011654	Keebler[®] Despicable Me 3 Grahams	210 / 1 oz.
3010050689	Scooby-Doo[®] Cinnamon Graham Sticks	210 / 1 ct.
3010055644	Bug Bites[®] Cinnamon Grahams	210 / 1 oz.
3800024518	Crunchmania[®] Cinnamon Bun Graham Snacks	100 / 1.76 oz.
3800024520	Crunchmania[®] French Toast Graham Snacks	100 / 1.76 oz.

- Central Program Incentive Reward will consist of one (1) \$50 voucher and customizable point-of-purchase (“POP”) materials for their school or eligible off-premise summer feeding locations, including a poster and digital assets that can be used for a school district’s or eligible off-premise summer feeding locations social media/website. Maximum number of rewards that can be earned for each participating K-12 School District or eligible off-premise summer feeding location is twenty five (25) vouchers (max. amount \$1,250). Vouchers are subject to the terms and conditions associated with their use. See \$50 printed voucher for expiration date.
- For Central Program Incentive Rewards - once the Qualifying Purchase requirements are met (and validated by Sponsor), eligible K-12 Foodservice Operators **at the District Level** and eligible off-premise summer feeding locations will receive a printed card with a unique web code for each \$50.00 voucher which will be used to redeem the voucher via an online redemption website. Vouchers will only be awarded to qualifying K-12 Foodservice Operators (District Level only) and eligible off-premise summer feeding locations based on a Qualifying Purchase (i.e. ...purchase of twenty (20) incremental cases of Participating Products...). To achieve incremental vouchers, each K-12 School District or eligible off-premise summer feeding location must purchase incremental groupings of twenty (20) cases (ex.: if you purchase twenty (20) incremental cases of Participating Products, you will receive one (1) \$50.00 voucher; if you purchase thirty nine (39) incremental cases of Participating Products, you will still receive one (1) \$50.00 voucher; to achieve two (2) \$50.00, you must purchase a total of forty (40) incremental cases of Participating Products during the Promotion Period). For K-12 Schools: the K-12 District-level Foodservice Operator reward recipient can further disseminate the rewards to the individual school(s) within the qualifying district. Individual schools within a district are not eligible to participate in this promotion directly; individual school(s) within a district can only receive the reward(s) from the district-level K-12 operator enrollee. Additionally, all POP materials will be provided to the Foodservice Operator from their designated sale representative after the Qualifying Purchase requirements are met. If materials are printed, the designated sales representative will order the materials from IMS and materials will be delivered directly to the K-12 Foodservice Operator district decision maker or eligible off-premise summer feeding locations. Non-printed material will be provided from the designated sale representative digitally.

Offer good only on Qualifying Purchase as stated above. Availability of some products may vary by location. Limit one (1) submission per eligible K-12 Foodservice

Operator/Account or eligible off-premise summer feeding location. Offer is good while supplies last and is void where prohibited. Offer open only to K-12 School Foodservice Operators and eligible off-premise summer feeding locations in the fifty (50) United States and District of Columbia who are in good standing during the Promotion Period and at the time of receiving any award. This offer cannot be used in conjunction with any other **Kellogg's[®] Specialty Channels** promotions on the Participating Products or purchases made by non-profit bid without express consent from Sponsor. Offer is void where prohibited. Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016

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