



PROMOTIONAL GUIDELINES

McKee Foods
Corporation

*Proud sponsor in our
local communities where
will live and operate*



WHY WE PARTICIPATE IN PROMOTIONAL ACTIVITIES

Our company desires to promote Little Debbie® and Sunbelt Bakery® products in a cost-efficient manner. We also want to be a responsible corporate citizen in the communities where our plants are located.



McKee Foods employees participate at the 7 Bridges Marathon event in Chattanooga, Tenn.



Oatie and Swissy join Blood Assurance mascot in Bloodanoga event at The University of Tennessee at Chattanooga (UTC).



Oatie at the Northwest Arkansas Naturals ballpark in Springdale, Ark.



Job fair in Kingman, Ariz.



McKee Foods participates in annual Collegedale Christmas Parade by donating cakes to spectators.



Little Debbie® snacks sponsorship of the Waynesboro Generals in Waynesboro, Va. Picture provided by Mark Miller Photography.

OUR GUIDELINES

CHECKLIST FOR PROMOTIONAL VALUE

- All company promotional activities must promote one or more of our brands.
- Requestors of promotional consideration must complete a Promotional Request Agreement.
- Completed Promotional Request Agreements should be sent to Corporate Communications for processing. *(address on back of brochure)*

TARGET AUDIENCES

- Little Debbie® and Sunbelt® consumers.
- Members of civic, government, media, religious and educational organizations in the communities where our plants are located.
- Potential job candidates and citizens of the communities in which we have plants.

THESE TYPES OF PROMOTIONAL ACTIVITIES MAY BE GIVEN PREFERENCE:

- Groups that include one or more of our target audiences.
- Activities in which company employees or their family members are involved.



THE FOLLOWING TYPES OF PROMOTIONAL REQUESTS GENERALLY WILL NOT BE APPROVED:

- Multiple requests during a calendar year.
- Friday night or Saturday activities of multiday events.
- Events or organizations that are outside a 150-mile radius of Collegedale, Gentry or Stuarts Draft.
- Third-party solicitations.
- Last-minute requests (requests can take eight weeks or longer to process).

THE FOLLOWING WILL NOT BE CONSIDERED AS PROMOTIONAL ACTIVITIES:

- Individual or personal projects.
- Events where our company name would receive significant attention alongside a company or product that would not be in alignment with what we stand for.
- Events that occur *primarily* between sundown Friday night and sundown Saturday night.

WHAT WE STAND FOR

WHAT WE DO

WE BAKE AND THE WORLD SMILES!



HOW WE DO IT

PEOPLE	A BETTER WAY	STEWARDSHIP
 INTEGRITY RESPECT TEAMWORK RESPONSIBILITY	 SAFETY QUALITY SERVICE COSTS	 OUR CULTURE RESOURCES SUSTAINABILITY LONG-TERM VIEW

WHY WE DO IT

TO BRING SMILES TO:



FAMILY STATEMENT

The McKee family acknowledges the providence of God in our success. We plan to remain privately owned, to continue to strive for growth, and to provide opportunities for those who work with us.



McKee Foods Corporation
and Affiliates
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