

## KELLOGG'S® CAMP AWESUMMER OPERATOR PROMOTION

Official Terms & Conditions

**KELLOGG'S® SPECIALTY CHANNELS FOODSERVICE SUMMER FEEDING OPERATORS:**  
Begins 5/1/19 through 7/31/19 ("Promotion Period"):

Product Description	SKU #	Case Count	Unit Size
<i>Keebler® Scooby-Doo!™ Bones Cinnamon Graham Sticks</i>	30100-50689	210	1 oz.
<i>Keebler® Bug Bites® Cinnamon Grahams</i>	30100-55644	210	1 oz.
<i>Keebler® Elf® Grahams Chocolate</i>	30100-40239	150	1 oz.
<i>Keebler® Elf® Grahams Cinnamon</i>	30100-40221	150	1 oz.
<i>Keebler® Elf® Grahams Original/Honey</i>	30100-40213	150	1 oz.
<i>Keebler® Animal Crackers</i>	30100-20150	150	1 oz.
<i>Keebler® Gripz® Chocolate Chip Grahams</i>	30100-80741	150	0.95 oz.
<i>Keebler® Gripz® Cinnamon Grahams</i>	30100-45682	150	0.90 oz.
<i>Keebler® Honey Grahams</i>	30100-91822	150	3 ct
<i>Keebler® Original Grahams</i>	30100-91829	150	3 ct
<i>Keebler® Jurassic World™ Honey Grahams</i>	30100-12027	210	1 oz.
<i>Kellogg's® Crunchmania® Cinnamon Bun</i>	38000-24518	100	1.76 oz.
<i>Kellogg's® Crunchmania® French Toast</i>	38000-24520	100	1.76 oz.
<i>Cheeze-It® Made with Whole Grain Crackers, Original Cheddar</i>	24100-79263	175	0.75 oz.
<i>Cheeze-It® Made with Whole Grain Crackers, Original Cheddar, Vend Size</i>	24100-10480	60	1 oz.
<i>Kellogg's® Morning Jump Starts™ Nutri-Grain® Strawberry &amp; Keebler® Elf Grahams</i>	38000-18589	44	2 oz.
<i>Kellogg's® Morning Jump Starts™ Crunchmania® Cinnamon Bun</i>	38000-19201	44	2 oz.
<i>Kellogg's® Morning Jump Starts™ Pop-Tarts® Made With Whole Grain Frosted Cinnamon &amp; 3ct. Keebler® Honey Grahams</i>	38000-19203	44	2.25

1. Participating Kellogg's Specialty Channels Foodservice Summer Feeding Operators purchase a minimum ten (10) or more incremental cases of **Kellogg's®**, **Keebler®** and/or **Cheeze-It®** products ("Participating Products" – as defined above) during the Promotion Period as compared to the same period the year prior from your designated Kellogg's Specialty Channels Distributor ("Qualifying Purchase").
2. Receive a Rebate in the form \$3.00 for each Qualifying Purchase. Limit one (1) submission per customer or school district; maximum of \$2,000 in rebates per participating customer.
3. To receive your rebate, complete the Kellogg's Redemption Form, as instructed on the form, and submit it via mail or via the online redemption process, along with distributor tracking reports or invoices showing your proof of Qualifying Purchase. Participating Products must be clearly described on the proof of Qualifying Purchase and must be identified by circling or highlighted. Handwritten invoices will not be accepted. Customer information must be included in full.
4. Visit [www.fspromos4u.com/kelloggs](http://www.fspromos4u.com/kelloggs) and enter the **Quick Access Code: Awesummer** to complete the Kellogg Redemption Form and proof of Qualifying Purchase. Alternatively, mail-in the completed Kellogg Redemption Form and proof of Qualifying Purchase in an

envelope with sufficient postage affixed to: **Kellogg's® Specialty Channels, c/o 2019 Camp Awesummer Case Incentive**, P.O. Box 1007, Brownsdale, MN 55918-1007. Online submission must be completed by 9/1/19; and mail-in submission must be postmarked by 9/1/19.

5. Sponsor is not responsible for lost, late, misdirected, illegible, incomplete, damaged, postage due or mutilated mail. No altered or forged submissions will be accepted. All submissions become property of Sponsor and will not be returned. Sponsor is not responsible for any change of mailing address and/or phone number of participants. Sponsor reserves the right to audit submissions.
6. Redemption forms must be fully completed in order to be eligible. Stated promotional allowances are for Participating Products as stated above purchase during the Promotion Period. No promotional allowances will be honored without proper documentation (i.e. distributor invoices).

Offer good only on Qualifying Purchase as stated above. Availability of some products may vary by location. Limit one (1) submission per eligible Foodservice Summer Feeding Operator. Offer is void where prohibited. Offer open only to Foodservice Summer Feeding Operators 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 rebate. This offer cannot be used in conjunction with any other **Kellogg's® Specialty Channels** promotion on the Participating Products or purchases made by non-profit bid without express consent from Sponsor. Sponsor reserves the right to discontinue the promotion at any time. All other offer segments do not qualify. No bulk submissions or third party submissions will be accepted. Sponsor reserves the right to audit submissions. Sponsor: Kellogg North America Company, One Kellogg Square, Battle Creek, MI 49016

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