

- ♥ **Promotional Use:** Use of the TTHF logo on any advertising or promotional material for a specified brand/product. For example television, radio, print material, internet, email, events, competitions, specials, one-offs, including any related in-store material. It DOES NOT include use of the TTHF logo on product packaging.

Annual Cost = TT\$20,000.00

- ♥ **Full Use:** Use of the TTHF logo in any/all product or marketing applications for a specified brand/product. It therefore includes use on packaging, in-store material as well as promotional material.

Annual Cost = TT\$30,000.00

Combination Packages

Point Of Purchase + Packaging Use ONLY:

Annual Cost = TT\$20,000.00

Point Of Purchase + Promotional Use ONLY:

Annual Cost = TT\$25,000.00

Promotional Use + Packaging Use ONLY:

Annual Cost = TT\$25,000.00

Two Or More Products/Brands:

5% Off



Spreading The Word

As part of its ongoing public education initiatives, the TTHF will be actively promoting the awareness and existence of this program, as well as the products that successfully become part of it. This will be done via many channels including: seminars, the TTHF lecture series, the TTHF quarterly newsletter, annual heart month activities, etc. Soon, therefore, consumers will actively be seeking out products bearing this logo.

How To Apply

Applications and contracts for the TTHF Sponsorship Program will be coordinated by:

AK Insights Ltd.

P.O. Box 8066
National Mail Centre
Piarco



Phones: 743-1402 or 732-6489

Fax: 646-6564

Email: info@akinsights.com

For further information, contact AK Insights or:

The Trinidad & Tobago Heart Foundation



Phone/Fax: 662-6993

Email: ttheartfoundation@tstt.net.tt



The Trinidad & Tobago Heart Foundation

*Product
Logo
Sponsorship
Program*

January 2006

Healthy Eating Made Simple

With so many food product options, it's hard for consumers to spot healthy choices quickly. That's why the Trinidad & Tobago Heart Foundation (TTHF) has conceptualized this program, to take some of the guesswork out of eating healthy. The **TTHF Sponsorship Logo Program** will allow consumers to easily identify healthy products, by simply looking for the "Proud Sponsor" logo.

Proud Sponsor Of



The Trinidad & Tobago
Heart Foundation

The focus, as you may have already realized, is not only on heart-healthy products but on any product that provides a nutritional or other health benefit for consumers.

Therefore, the distinctive TTHF heart logo on a product, will assure consumers that the product does indeed provide some defined health benefit, and satisfies local food and drug mandates.

Be Part Of Something Great!

- ♥ Products that bear or use the TTHF logo must meet local food and drug requirements and they can proudly boast to consumers of being "sponsors of the Heart Foundation".
- ♥ Assessment of products' eligibility will be based on existing food & drug requirements, as well as the TTHF's dietary criteria. Consumers will therefore be able to have the utmost confidence in products bearing this logo.
- ♥ Since the logo is visible to the consumer, usually at the point of purchase, the information needed to make a healthy choice becomes immediately available.



- ♥ As the list of products who subscribe to the program grows, your brand will soon be recognized as just one of an elite list of nutritionally superior brands available to the local consumer.
- ♥ More and more shoppers are looking for healthy food choices. Make yours a winner today!

What Sponsorship Means

Each food, beverage, herbal product or medical device seeking to use the TTHF Sponsorship logo, will be evaluated against the following criteria.

A single serving (of food and beverage) must:

- ♥ Be low in fat (less than or equal to 3 gms)
- ♥ Be low in saturated fat (less than or equal to 1gm)
- ♥ Be low in cholesterol
- ♥ Have a sodium value of less than or equal to 480 mg for individual foods. Main dishes and meals have special levels.
- ♥ Contain at least 10% of the daily value of one or more of these naturally occurring ingredients: Protein, Vitamin A, Vitamin C, Calcium, Iron or dietary fibre.
- ♥ Contain some other proven health benefit, e.g. contains anti-oxidants, completely natural ingredients, lactose free, herbal/medicinal properties, etc.

Note: These criteria are provided merely as a guideline. The final decision lies with the TTHF.

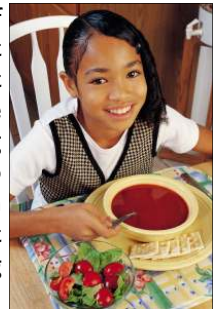
All products must conform to the local food and drug laws re: product, packaging, etc., and must obtain all necessary approvals and/or certificates, prior to actual program implementation.

Sponsorship Program Options

The TTHF Sponsorship Program gives eligible products the right to use the TTHF logo for a period of twelve (12) months, usually on the product's packaging.

Bearing in mind the possible limitations and/or restrictions related to use on product packaging, the following sponsorship options have been developed:

- ♥ **Packaging Use ONLY:** Use of the TTHF logo on any product packaging (regardless of product format). The printing of the TTHF logo on actual packaging or the use of stickers applied to a finished product, are both allowed, but must be first approved by the Food & Drug Division.



Annual Cost = TT\$15,000.00

Note: Any costs associated with changes to artwork or the printing/placement of stickers are the responsibility of the brand/company and NOT the TTHF.

- ♥ **Point-Of-Purchase/ In-Store Use ONLY:** Use of the TTHF logo on any point-of-purchase material developed for a specified brand/product. For example shelf talkers, wobblers, posters, in-store banners, merchandising displays, in-store sampling displays, etc. It DOES NOT include use of the TTHF logo on product packaging or promotional material.

Annual Cost = TT\$15,000.00