

STREET & SMITH'S **SportsBusiness** **JOURNAL**

Marketing/Sponsorship

Published July 28, 2008 : Page 15

► **WINNING THE CEREAL BOWL:** The Philadelphia Eagles are connecting to kids through one of children's favorite things to read and eat: cereal boxes and cereal, respectively.

Ralston Foods is producing "Breakfast Blitz" for Eagles sponsor **ACME** markets. The Eagles-branded toasted oats cereal, essentially a Cheerios knockoff, will be sold exclusively in ACME beginning in August at \$6 for two 8.9-ounce boxes. With pass-through rights, ACME promotes two of its own vendors on the back of the cereal box: **Tastykake** (a fellow team sponsor) and **Lehigh Valley Dairy**.



It's the cereal bowl, not the Super Bowl, but count the Eagles in.

Sources said Ralston was talking to other NFL teams about similar deals.

Mark Donovan, Eagles senior vice president of business operations, noted that the team has a plethora of licensed snacks, including chips from **Lay's**, hot dogs from **Dietz & Watson**; snack cakes from Tastykake; and ice cream from **Turkey Hill Eagles Touchdown Sundae**.