



Student Programs at The NGA Show



SPONSORSHIP OPPORTUNITIES

The NGA Foundation is dedicated to providing student programs that will foster the next generation into the grocery industry. At the NGA Show, March 10-12, a number of these programs are showcased - in particular the **Student Case Study Competition**. Every year student teams compete in the competition to creatively address a real-world issue currently impacting the industry.

In addition to the competition, there are several opportunities at the NGA Show industry leaders to make meaningful connections to the rising career force. These programs are currently seeking sponsor partnerships. See the many opportunities below or contact NGAF Foundation staff today to customize a package to meet your needs.

NGA SHOW 2024 SCHEDULE OF STUDENT EVENTS:

- Case Study Competition rounds are held on Sunday, Monday, and Tuesday. The final round will be featured on the **main-stage** during the closing session.
- Student Networking Lunch Reception on Monday, March 11th 12:00 - 1:00 PM
- Students Standout Awards on Tuesday, March 12th 1:15 - 1:45 PM

Organizations that sponsor the NGAF Student Programs will receive recognition in NGA Show marketing, signage at the NGA Show, follow-up marketing of the case study, and an invitation to the student reception at the NGA Show. Unless otherwise noted, several opportunities are available for each partnership package.

TITLE SPONSOR \$15,000

SOLD

Become a title sponsor of the **NGA Student Case Study Competition**, the leading effort to foster the next generation's interest in independent grocery. The sponsor will have their logo prominently displayed on backpacks provided to the students at the NGA Show, be mentioned on stage at the closing general session, and address the students at the reception for a 2 min speech.

STUDENT RECEPTION \$5,000

Networking and relationship building is a key part of attending any conference and its impact can alter a career trajectory. Be a part of fostering these connections as students learn the art of networking. Reception sponsors will be invited to the reception, take advantage of branding opportunities throughout the event, and have the option to make a brief address to attendees.

STUDENT STANDOUT AWARDS \$5,000

EXCLUSIVE SPONSOR OPPORTUNITY

Find out exactly what the next generation is looking for! At the NGA Show the students will be reviewing exhibitor booths across several categories and award products and services across five categories. The sponsor of this award will have recognition at the presentation ceremony and introduce the session at the Thought Leadership Theater on the expo floor.

INDUSTRY SOLUTION \$3,500

One of the main goals of the Student Case Study Competition is to find solutions to issues impacting the industry. Industry Solution Sponsors will receive recognition in a follow-up webinar done by NGAF highlighting the solutions brought by the teams and the winner. Additionally, sponsors will receive individual recognition in an Express Lane blog which may highlight their company or product. Guidelines for blog will be provided by NGA Foundation staff.

SPONSOR A SCHOOL \$2,000

Sponsoring at this level helps NGAF offset travel costs of school travel. Sponsors will be invited to the student reception where they can network with the student teams.

To lock in your partnership opportunity today,
please contact Kelly Hanson at khanson@nationalgrocers.org. If
the above opportunities don't serve your sponsorship interests
please reach out to discuss other opportunities.