



# 2024 FUNDRAISER

## Sponsorship Prospectus

The NGA Foundation is the 501(c)(3) nonprofit arm of the National Grocers Association. It is dedicated to supporting the future of independent community grocers in their recruitment, retention, and training efforts. As well as offering technical assistance to retailers on government programs. We accomplish this mission through five pillars of work:

### DIVERSITY & INCLUSION

Elevating and developing women and diverse individuals aids in employee retention and ensures retailers can best serve their communities.

### INDUSTRY PROMOTION

Communicating the importance of the independent grocery industry to support recruitment and retention ensures grocers have access to qualified candidates to strengthen their teams.

### STUDENT PROGRAMS

Providing opportunities for students to develop solutions to real-world problems and connect with industry leaders benefits the industry by providing creative insight from the next generation. We also ease the financial burdens for students pursuing careers in the food retail industry through scholarships.

### LEADERSHIP DEVELOPMENT

Developing talented and thoughtful leaders and equipping them with the tools to navigate a dynamic and changing industry is key to the success of an independent grocer's business.

### TECHNICAL ASSISTANCE

Grocers have access to hands-on guidance to challenging issues in the marketplace today including nutrition incentives, healthy benefit cards, and SNAP Online.

The annual NGA Foundation Fundraiser held at the **Executive Conference & Public Policy Summit** is the key fundraising event for NGA Foundation programs each year. If you wish to support vital programs like the ones listed above, please consider sponsoring this fundraiser. As a 501(c)(3) organization, sponsorships are tax deductible up to the amount allowable by law.

### FOUNDATION PROGRAMS NEEDING SUPPORT

- Student Scholarships
- Student Case Study Competition
- Executive Leadership Development Program
- Women Grocers of America
- WGA Podcast - Grocery From Her Seat
- Emerging Female Leaders Share Group
- Executive Female Leaders Network
- The Career Center

Join us for an unforgettable evening at the 2024 NGA Foundation Fundraiser, taking place on **Monday, October 28th from 6:00 to 7:30 PM**. This year, we're bringing the excitement to a dynamic venue in the heart of historic Georgetown, where bowling, bocce, and a vibrant bar await. Savor delicious drinks and appetizers as you network and support NGAF. Don't miss this chance to learn more about our efforts while having a great time!

Tickets are \$175/person and available with registration for the Executive Conference & Public Policy Summit. At least one free ticket is included with each sponsorship level.

### PRESENTING SPONSOR

*Exclusive or Co-Sponsorship Available | \$7,500*

Have prominent signage welcoming all attendees to the NGA Foundation Fundraiser and station staff with us at the registration table.

### BRANDED SOCKS

*Exclusive Sponsorship | \$5,000*

Attendees will receive branded socks to take home in their event welcome package upon entering. They may come in handy while bowling too! Sponsor will be recognized on signage and in event promotion. Sponsorship must be confirmed by September 30, 2024.

### BOWLING LANE SPONSORSHIP

*Multiple Slots Available | \$4,000*

Be the exclusive sponsor of one of the bowling lanes of the event. Includes prominent signage at the lane, 5 tickets, and access to attendee list to invite your bowling team. Logo included in event promotion.

### BOCCE COURT SPONSORSHIP

*Multiple Slots Available | \$4,000*

Be the exclusive sponsor of one of the bocce courts of the event. Includes prominent signage at the court, 5 tickets, and access to attendee list to invite your bocce team. Logo included in event promotion.

### BOWLING BINGO RAFFLE

*Exclusive Sponsorship | \$3,500*

Anyone who completes their "bowling bingo" card will be entered into a raffle for a gift card courtesy of sponsor. Sponsor logo printed on bingo cards and will help draw and present prize at end of event.

### TURKEY 3 STRIKE CHALLENGE RAFFLE

*Exclusive Sponsorship | \$3,500*

Anyone who scores a turkey 3 strikes within a bowling game will be entered into a raffle for a gift card courtesy of sponsor. Sponsor will help draw and present at end of event.

### GROUP ATTENDANCE SPONSOR

*Multiple Slots Available | \$3,000*

Secure 10 tickets to the event while being recognized in event promotion.

### HORS D'OEUVRE STATION SPONSOR

*Exclusive Sponsorship | \$3,000*

Help attendees fuel their competitive spirits by hosting the hors d'oeuvre station. Sponsor will have signage at station and recognition in event promotion.

### SIGNATURE COCKTAIL AND BRANDED NAPKINS

*Exclusive Sponsorship | \$2,500*

Help name the event's signature cocktail. Sponsor will be recognized on cocktail napkins, on signage, and in event promotion.

**Lock in your tax-deductible sponsorship opportunity today by contacting Anita Nuñez Cepollaro [ancepollaro@nationalgrocers.org](mailto:ancepollaro@nationalgrocers.org).**