

The Women Grocers of America (WGA) is a professional development network for women in the independent grocery industry within NGA. WGA's mission is to inspire and empower women in the industry through personal and professional development, cultivating connections, and highlighting accomplishments and achievements. WGA provides women with access to leadership training and networking events tailored to the unique challenges and opportunities in independent grocery. It focuses on uplifting women and acknowledging their contributions to the industry.

The below partnership opportunities provide a variety of ways to support the WGA mission, a vital initiative of the National Grocers Association. Sponsorships are tax deductible up to the amount allowable by law.

WGA General Sponsor \$2,500+

Provide funding to overall WGA programming ensuring the ongoing sustainability of WGA initiatives.

Includes:

- Recognition as a sponsor on all WGA newsletters, website, and signage
- Prioritization of organization when selecting guests for the WGA Podcast or speakers for the Symposium or Virtual education sessions
- Other benefits as established based on giving

WGA Premier Sponsor \$50,000 (SOLD)

Includes:

- WGA tagline "In partnership with <Company Name>" on all mention of WGA
- Opportunity to provide introduction of the Keynote Speaker during the WGA Session at the NGA Show
- Recognition as "Premier Sponsor" at the WGA Symposium 2025
- Provide welcome remarks to attendees at the WGA Symposium
- Registration for two employees at the WGA Symposium and 4 virtual WGA events
- "Premier Sponsor" recognition on WGA website
- Use of WGA logo on your company site
- Select a woman leader to be a featured guest on the WGA podcast, *Grocery From Her Seat*, and provide a 30 second audio advertisement for inclusion in episode
- Provide company swag at WGA's Membership Table during the NGA Show
- Company logo and recognition as "Premier Sponsor" on WGA website

WGA Gold Sponsor \$35,000 (1 of 2 spots left)

Includes:

- Opportunity to introduce a keynote speaker or lunch speaker at the WGA Symposium
- Recognition as a “Gold Sponsor” at the WGA Symposium 2025
- Registration for one employee at the WGA Symposium and 4 virtual WGA events
- “Gold Sponsor” recognition on WGA website
- Use of WGA logo on your company site
- Opportunity to provide WGA-related content in two (2) issues of the WGA Newsletter
- Opportunity to provide company swag at WGA’s Membership Table during the NGA Show
- Select a woman leader to be a featured guest on the WGA podcast, “*Grocery From Her Seat*”, and provide a 30 second audio advertisement for inclusion in episode

WGA Silver Sponsor \$20,000 (2 available)

Includes:

- Preference to choose sponsorship during the NGA Show of: 1) WGA R&R area, 2) WGA Education Session or 3) WGA networking event at the NGA Show
- Recognition as “Silver Sponsor” at WGA Symposium 2025
- Registration for one employee at the WGA Symposium and 4 virtual WGA events
- Silver Sponsor recognition on WGA website
- Use of WGA logo on your company site
- Opportunity to provide WGA-related content in one (1) issue of the WGA Newsletter
- Opportunity to provide company swag at WGA’s Membership Table during the NGA Show
- Company commercial during a session of the WGA podcast “*Grocer from Her Seat*”

WGA Sponsorship at the NGA Show February 23-25 Las Vegas

Opportunities to brand your company with Women Grocers of America during the NGA Show to an audience of over 3,000 retailers.

Sponsorship Opportunities:

- WGA Member Table Sponsor \$2,000
- WGA Networking Event \$5,000
- WGA Rest & Rejuvenation Area \$5,000
- WGA Education Session Sponsor \$8,000
- Raffle Prize Contributor (In-Kind)

WGA Virtual Symposium May 8, 2025

The virtual companion opportunity for professional development to the in-person WGA Symposium. The virtual symposium will be a virtual event with a mix of sessions on professional development and industry topics. It will offer small group breakouts for discussion and networking.

Sponsorship Opportunities

- Title sponsor of event \$5,000
- Thought leadership session \$2,500

WGA Symposium September 16-17, 2025 Atlanta

The WGA Symposium is a dynamic blend of inspiration and leadership development bringing together women across the industry for a combination of networking, general sessions, educational breakouts, and outstanding speakers.

Sponsorship Opportunities:

- Networking Break \$3,500
- Networking Cocktail Hour \$5,000
- Swag Sponsor \$5,000
- Registration Area Sponsor \$6,000
- Thought Leadership Session \$8,000
- Badge & Lanyard Sponsor \$8,000
- Breakfast Sponsor \$5,000
- Luncheon Sponsor \$5,000
- Closing Celebration Sponsor \$10,000

WGA Scholarship Sponsor Starting at \$1,250

Opportunity to sponsor a scholarship for a student's schooling or for a WGA member to attend NGA or WGA events such as the NGA Show, WGA Symposium, Executive Leadership Development Program, NGA Fly-In or the Executive Conference.

2025 Fly-In WGA Session \$5,000

Be the sponsor of the WGA session during the NGA Fly-In May 20-21 in Washington, DC. WGA will be featuring women in politics or women government relations experts to discuss their experience in politics and inspiring our women grocers to wield their influence during the fly-in. This will be a brand new initiative in 2025!

Woman of the Year Award \$5,000 (SOLD)

The WGA Woman of the Year Award was established in 1996 to give visible support and recognition to exceptional women in the grocery industry.

Includes:

- Logo recognition on the main stage during presentation of the WOTY Award
- Shelby representative on stage for award presentation along with WGA President and NGA President and CEO
- Recognition in release announcing award winner
- Recognition in blog interview with winner
- Logo and recognition in conjunction with any call for nominations

WGA Podcast: "Grocery From Her Seat"

This popular podcast offers a unique perspective on the independent grocery industry, as seen through the eyes of remarkable women who shape and lead in their roles and bring up the next generation. These 20-minute sessions bring to light inspiring stories, triumphs, and challenges of the women serving in independent grocery.

Sponsorship Opportunities:

- 30-Second Commercial \$1,500
- Featured Guest Contributor \$3,000
- Exclusive Podcast Sponsor of entire Season 2 \$10,000

WGA Monthly Newsletter: Thought Leadership Contributor

Every month the WGA membership receives a newsletter informing them of WGA programming and providing content to help them thrive in their careers.

Sponsorship Opportunities:

- Thought Leadership Article \$1,000

WGA Benchmark Survey Sponsor \$10,000

Opportunity to sponsor WGA-led research which explores women's impact in the independent grocery industry and possibly reveal opportunities to promote and empower female workforce participation. This will be a brand new initiative in 2025!