




The National Grocers Association (NGA) represents 21,000 independent community grocers and wholesalers across the United States. Independent community grocers account for 33 percent of all grocery sales, exceeding \$250 billion, and more than 1 million American jobs.

## SPONSOR BENEFITS

-  **Brand Visibility:** increase brand awareness & let NGA amplify your message to grocers
-  **Thought Leadership:** showcase your company's expertise, knowledge & resources
-  **Networking Opportunities:** connect with clients, build new relationships

### Fly-In for Fair Competition May 20-21, 2025 - Washington D.C.

This Congressional event is an NGA tradition gathering independent grocers in Washington, D.C. to advocate on issues affecting their businesses. Grocers meet with their congressional representatives on Capitol Hill and help NGA to positively impact the policymaking process.

The Fly-In is a prime opportunity to learn of and show support for the many issues affecting independent grocers and also network with leading decision-makers in an intimate setting.

The 2025 Prospectus can be found [here](#).

### Fresh Summit June 16-18, 2025 - Milwaukee, WI

The Fresh Summit is tailored for grocery leaders dedicated to store operations and merchandising with a focus on enhancing the bottom line through fresh produce, dairy, deli, bakery, food service and meat.

The 2025 Prospectus can be found [here](#).

### Executive Conference & Public Policy Summit Oct 20-22, 2025 – Washington D.C.

This premier event is designed for owners, CEOs, senior leaders and the suppliers and wholesalers that support them.

The 2025 Prospectus will be made available soon.

# 2025 Partnership Opportunities

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## “Independent Grocer” Magazine

NGA’s magazine, “Independent Grocer” is published twice a year in the Spring and Summer highlighting industry trends, achievements of NGA members and valuable resources for independent grocers. Over 5,000 copies are distributed to members and NGA events throughout the year, posted on NGA’s social media channels and housed on the NGA website.

[Magazine Link Here](#)

Quarter-page ad	\$1,250	Half-page ad	\$1,850
Full page ad	\$3,000	Advertorial/Article	\$4,500

## Company Sponsored Blog

Share the latest industry trends or promote your services and solutions with NGA members and network.

- ◆ Blogs will be highlighted in NGA newsletters and NGA’s social media accounts, reaching up to 25,000 followers and shared on NGA’s homepage.
- ◆ Blog posts are initially displayed on NGA’s homepage and will live on the blog section of NGA’s website for a minimum of two years.

Investment Cost - \$3,000

## Company Sponsored Webinar

- ◆ Position your company as an industry thought leader
- ◆ Branding & visibility begins up to 6 weeks leading up to the webinar on all event-related material via NGA channels and social media
- ◆ Contact list of registered attendees prior to the webinar date
- ◆ Support from NGA team with virtual platform and presentation slides
- ◆ Webinar recording on the NGA website, posted on social media channels and shared on the NGA e-newsletter
- ◆ Post webinar blog posted on NGA website
- ◆ Recommend that sponsors pair-up with a retail customer(s) for the webinar presentation to speak directly to the audience and “tell a story”
- ◆ Six (6) weeks preparation-time is needed to collect webinar content and speaker information to properly market to NGA members

Investment Cost - \$5,000

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## Company Sponsored Customized Email

- ◆ Promote company updates or promote products through a dedicated email blast to NGA members.
- ◆ Content must be applicable to the supermarket industry and final approval of content publishing is subject to NGA's editorial team.

Investment Cost - \$2,000

## "Express Lane" E-newsletter Banner Ad

"Express Lane" is NGA's daily e-newsletter with 3,500+ subscribers representing 80% retail and wholesale subscribers, 20% executive subscribers with a 25% average open rate.

- ◆ One (1) banner ad for one week in Express Lane (5 editions of the e-newsletter Monday-Thursday)

Investment Cost - \$1,500

## Digital Bundle Package (4 items mentioned above)

- 1) Sponsored Webinar
- 2) Sponsored Blog
- 3) Sponsored Targeted Email
- 4) E-newsletter Banner Ads

Investment Cost - \$9,000

## "Beyond the Aisle" Video Chat with CEO

Opportunity for a 20-minute recorded video conversation exclusively with NGA's CEO, Greg Ferrara, touching on an industry topic relevant to today's independent grocers.

- ◆ Exclusive opportunity to serve as a thought-leader speaking one-on-one with NGA CEO Greg Ferrara in a recorded conversation posted on the NGA website and shared on NGA media channels

Investment Cost - \$8,000

# 2025 Partnership Opportunities

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## NGA Share Group Sponsorship

There are opportunities to sponsor a Shared Group meeting and/or speak to the group during a 60-minute presentation. [Share Group Link Here](#)

### Sponsorship Benefits:

- ◆ Company Email Message to be shared with the Share Group prior to the meeting
- ◆ 60-minute presentation to the Share Group
- ◆ Sponsor the Share Groups breakfast & networking reception
- ◆ Logo branding at any mention of the meeting through NGA channels
- ◆ Opportunity to provide collateral material or digital resources
- ◆ List of Shared Group Meeting attendees

Investment Cost - \$5,000