grocers day
AT THE CAPITOL

sponsorship opportunities

WEDNESDAY, APRIL 12, 2023

Grocers Day at the Capitol is the California Grocers Association's premier government relations event of the year. It is a critical tool to help state lawmakers understand our industry and learn about the issues important to our survival and is essential in setting the tone for the legislative session throughout the year. Event sponsors enjoy an unparalleled opportunity to reach an audience of legislators and retail members, and demonstrate your support for the retail-manufacturing partnership and shared objectives.

supporting sponsor

CGA Grocers Day proudly supported by...(Your Company Name)
$12,000 (Exclusive Opportunity)

- Exclusive dinner with a legislator
- Company presentation at luncheon (5 minutes)
- Introduction of Speaker
- Reserved seating at all CGA Grocers Day events
- Photo opportunity with event speakers
- 10 complimentary registrations
- Company information or gift to each attendee
- Recognition in all Event Publicity*

retail partnerships

gold level
$6,000

- Five complimentary registrations
- Logo recognition in Legislator leave behind materials
- Recognition in all Event Publicity

silver level
$4,000

- Three complimentary registrations
- Name recognition in Legislator leave behind materials
- Recognition in all Event Publicity

bronze level
$2,750

- Two complimentary registrations
- Name recognition in Legislator leave behind materials
- Recognition in all Event Publicity

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grocers day breakfast sponsor

$3,250 (3 available at this level) — 1 Remaining
(Approx. 75% retailers in attendance)

- Two complimentary registrations
- Open to all CGA Grocers Day attendees
- Incorporate company product into meal (if applicable)
- Recognition in all Event Publicity*

grocers day luncheon sponsor

$4,750 (3 available at this level) — 2 Remaining
(Approx. 75% retailers in attendance)

- Two complimentary registrations
- Company message on tables
- Priority seating at sponsored event
- Open to all CGA Grocers Day attendees
- Incorporate company product into meal (if applicable)
- Recognition in all Event Publicity*

president's reception sponsor

$3,750 (3 available at this level) — 2 Remaining

- Two complimentary registrations
- Ability to incorporate company product at sponsored event (if applicable)
- Company message on tables

*** Event Publicity Includes...**

- CGA website (www.cagrocers.com)
- California Grocer magazine
- Checkout weekly e-mail newsletter
- Targeted e-mail promotions
- Printed event materials
- CGA Board communications

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schedule of events

8:00 am – 9:00 am	**Continental Breakfast** The Citizen Hotel
9:00 am – 12:00 pm	**Presentations** The Citizen Hotel
12:00 pm – 1:00 pm	**Lunch** The Citizen Hotel
1:00 – 4:30 pm	**Legislative Meetings** Capitol Annex Swing Space
5:00 – 6:30 pm	**President's Reception** CGA Office

sponsorship registration

Company Name _____

Contact Name _____

Street _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Cell _____

E-mail _____

To participate, contact Beth Wright at (916) 228-4424 or bwright@cagrocers.com or fax form to (916) 448-2793.

GROCERS DAY SPONSORSHIP:

- ☐ Supporting Sponsor – $12,000
- ☐ Breakfast Sponsor – $3,250 (3)
- ☐ Luncheon Sponsor – $4,750 (3)
- ☐ President's Reception Sponsor – $3,750 (3)

RETAIL PARTNERS:

- ☐ Gold Level – $6,000
- ☐ Silver Level – $4,000
- ☐ Bronze Level – $2,750

PAYMENT INFORMATION

TOTAL: _____ Enclosed: ☐ Check (payable to California Grocers Association)

☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

Card No. _____

Exp. Date _____ Security Code _____

Cardholder Name (please print) _____

Signature (required for all credit card payments) _____

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