



grocers day
AT THE CAPITOL

WEDNESDAY,
APRIL 3, 2024

Sponsorship Opportunities

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



Retail support of this event is key to the Association's success.

RETAIL PARTNER SUPPORT

CGA's annual Grocers Day at the Capitol sets the tone for legislative year and informs lawmakers on the grocery perspective. Support for Grocers Day benefits industry policy objectives and the Association's year-round advocacy.

ELITE SUPPORTER \$7,000

- Unlimited complimentary registrations
- Logo incorporated on Best Bagger Competition aprons
- Photo opportunity on Senate/Assembly Floor
- Additional company recognition in the *California Grocer* magazine and *Checkout* weekly e-mail newsletter.

PLATINUM SUPPORTER \$4,500

- Three complimentary registrations
- Additional Company Recognition in the *California Grocer* magazine and *Checkout* weekly e-mail newsletter.

GENERAL SUPPORTER \$3,000

- One complimentary registration

All retail partnerships will have company recognition on the CGA website, targeted e-mail promotions, printed event materials, and CGA Board communications.

GROCERS DAY BREAKFAST SPONSOR

**\$3,500 (3 available at this level) – 2 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

**\$5,000 (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

**\$4,000 (3 available at this level) – 1 Remaining
(Approx. 75% retailers in attendance)**

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



ICE CREAM SOCIAL SPONSOR

**\$2,500 (1 available at this level) – 1 Remaining
(Approx. 75% retailers in attendance)**

- Two complimentary registrations
- Company signage at event
- Brand/product integration into sponsored event (if applicable)
- Open to all attendees, Legislators and their staff
- Promotional fliers distributed to Capitol Offices
- Recognition in all Event Publicity*

* EVENT PUBLICITY INCLUDES...

- CGA website
- *California Grocer* magazine
- *Checkout* weekly e-mail newsletter
- Targeted e-mail promotions
- Printed event materials
- CGA Board communications



Legislative Bagging Competition

This year, California's State legislators will take the stage in front of grocery retailers and suppliers to battle it out for the title of "Best Bagger."

Sponsorship supports industry policy priorities and will put your brand front and center during this exciting new event.

COMPANY BRANDED BAGS SPONSOR \$2,500

- Two complimentary registrations
- Your reusable bags will be used in the competition and can be handed out to attendees.
- A bag manufacturer will receive a \$500 discount for providing and printing bags.
- Recognition in all Event Publicity*

AWARD TROPHY SPONSOR \$1,000

- Two complimentary registrations
- Exclusive opportunity to take the stage and present the 1st - 3rd place trophies to the winning legislators.
- Recognition in all Event Publicity*



SCHEDULE OF EVENTS – WEDNESDAY, APRIL 3, 2024

- 7:30 am – 8:30 am** **Continental Breakfast** *(The Citizen Hotel)*
- 8:30 am – 11:00 am** **Presentations** *(The Citizen Hotel)*
- 11:15 am – 12:00 pm** **Legislative Bagging Competition** *(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 _____ Cell _____

E-mail _____

GROCERS DAY SPONSORSHIP:

- Breakfast Sponsor - \$3,500 (3)
- Luncheon Sponsor - \$5,000 (3)
- President’s Reception Sponsor - \$4,000 (3)
- Ice Cream Social Sponsor - \$2,500
- Company Branded Bag Sponsor - \$2,500
- Award Trophy Sponsor - \$1,000

RETAIL PARTNERS:

- Elite Supporter - \$7,000
- Platinum Supporter - \$4,500
- General Supporter - \$3,000

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) _____

RETURN TO BAILEY DAYEN
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