

ALABAMA GROCERS ASSOCIATION



**RETURN
ON
INVESTMENT**

2023



ABOUT US

The Alabama Grocers Association is a state trade association representing the grocery retail industry since 1990. Since our formation, the AGA has grown to 350 member companies with over 90% of the retailers in our state belonging to our organization. We also represent all others involved in the food industry including wholesalers, manufacturers, brokers, distributors and other service members making AGA truly the voice of the grocery industry. AGA is completely dedicated to assisting our members in all areas of the industry and committed to staying on top of the issues that face our members on a daily basis.

The mission of the Alabama Grocers Association is to promote and support the growth and success of the food industry in the state of Alabama through advocacy, education, public relations and networking.

This document is to assist members in their budgeting for the upcoming 2023 calendar year. It will outline different events and ROI Opportunities within the Association and our Education Foundation.

YEARLY SUPPORT LEVELS

At the end of the year, all of your financial support will be calculated and companies will be listed in the AGA Member Community App at the following levels for the overall support of the Association/Foundation for the following year:

ELITE
\$15,000 +

Elite Sponsor

Community App Recognition Includes: Your logo with click through access to your website, a "contact us" button linked to the email of your choice, written information about your company in our app, link to a video about your company or video of your choosing.

PREMIUM
\$10,000 +

Premium Sponsor

Community App Recognition Includes: Your logo with click through access to your website, a "contact us" button linked to the email of your choice, and written information about your company in our app.

CHOICE
\$5,000 +

Choice Sponsor

Community App Recognition Includes: Your logo with click through access to your website and a "contact us" button linked to the person's email of your choice.

PARTNER
\$2,000 +

Partner Sponsor

Community App Recognition Includes: Your logo with click through access to your website.

AFFILIATE
up to \$1,999

Affiliate Sponsor

Community App Recognition Includes: Your logo will appear in our app.

The following items will be included in your Yearly Support Totals:

- Education Foundation Spring Event
- Education Foundation Fall Event
- Education Foundation Silent Auction Monetary Donations
- Food Industry Finest Sponsorship
- Convention Sponsorship, Advertising & Exhibit Booth
- Digital Magazine Advertising
- Member Only Communities App Sponsorship
- EatAtHomeAlabama Website Sponsorship
- Other Association or Education Foundation Donations

The following items will not be included in your Yearly Support totals:

- Membership Dues
- Convention Registration & Hotel Cost
- Cost of items purchased at the Silent Auction

If you prefer to be billed all at once for the entire year, we can do that! Fill out the form at the end of this document and indicate when you would like your invoice, and we will take care of the rest. Please note that Membership Dues are billed the month you joined AGA and run for 12 consecutive months.

EDUCATION FOUNDATION



The Alabama Grocers Education Foundation (AGEF) is a 501(c)3 organization that awards scholarships each year to part-time college student employees or children of full-time employees of the Alabama Grocers Association. Since our Foundation was started in 1992, we have awarded over 1.4 million dollars in scholarships. AGEF also funds the Alabama Grocers Tuition Reimbursement Program, which assists current AGA member employees to further their career development. The AGEF is also responsible for all educational seminars and materials to assist AGA member companies by helping them grow their businesses and educate them on state and federal regulations. Yearly events & breakdowns for 2023 include the following:

AGEF Spring Golf Outing



April 13, 2023 Inverness Country Club • Birmingham, Alabama
SPONSORSHIP OPPORTUNITIES

All sponsors receive signage at the tournament, recognition on welcome sheet, & will be announced during the award ceremony.

- **Presenting Sponsor** - \$4,000 (Includes eight golfers & logo giveaway.)
- **Hole Sponsor** - \$1,500 (Includes a team of four.)
- **Half Hole Sponsor** - \$750 (Includes a team of two.)
- **Sampling Hole Sponsor** - \$1,000 (Includes sampling of company's item at hole. Does not include any golfers, but can be combined with Full or Half Hole Sponsorship.)
- **Lunch Sponsor** - \$1,500 (Does not include any golfers, but you will receive a sign at lunch and on tables. You can put product out on tables.)
- **Breakfast Sponsor** - \$1,000 (Does not include any golfers, but you will receive a sign at breakfast. You can put product out on tables.)

AGEF Fall Clay Shoot



October 2023 Selwood Farms • Alpine, Alabama
SPONSORSHIP OPPORTUNITIES

All sponsors receive signage at the tournament, recognition on the welcome sheet, and will be announced during the award ceremony.

- **Presenting Sponsor** - \$4,000 (Includes two - four person teams & logo giveaway.)
- **Full Station Sponsor** - \$1,500 (Includes a team of four.)
- **Half Station Sponsor** - \$750 (Includes a team of two.)
- **Sampling Station Sponsor** - \$1,000 (Includes sampling of company's item at station. Does not include any players, but can be combined with Full or Half Station Sponsorship.)
- **Lunch Sponsor** - \$1,500 (Does not include any players, but you will receive sign at lunch.)
- **Breakfast Sponsor** - \$1,000 (Does not include any players, but you will receive a sign at breakfast.)
- **Extra cost** - There is a \$20 per person fee if you need to rent a gun from Selwood.

Silent Auction Donation

AGEF's Silent Auction is Held at AGA's Annual Convention

You can make a monetary donation to the Silent Auction of \$500+

CONVENTION



Annual Show
Bringing Grocers to the Table

 **Annual Show**
Bringing Grocers to the Table
SANDESTIN GOLF & BEACH RESORT
JULY 24-26, 2022



The Alabama Grocers Association Annual Show is the only event that retailers, wholesalers and manufacturers from all over the state come together to network, share ideas, learn about new and upcoming products from vendors, and enjoy top name speakers and entertainers. The 2023 Convention will be July 9th-12th at Sandestin Golf & Beach Resort in Destin, FL.

Convention Sponsorship



All Silver, Gold and Platinum Sponsorships are co-sponsored events

Silver Level \$1,000-\$1,999

RECOGNITION RECEIVED INCLUDES:

- Logo in Convention Annual
- Company listed on convention schedule
- Logo on slide show during corresponding sponsored event
- Ribbon recognition on badge
- Sign at convention
- In the convention app: logo displayed

Gold Level \$2,000-\$2,999

RECOGNITION RECEIVED INCLUDES:

- Logo in Convention Annual
- Company listed on convention schedule
- Logo on slide show during corresponding sponsored event
- Ribbon recognition on badge
- Sign at convention
- In the convention app: logo displayed with click through access to website.

Platinum Level \$3,000-\$4,999

RECOGNITION RECEIVED INCLUDES:

- Logo in Convention Annual
- Company listed on convention schedule
- Logo on slide show during corresponding sponsored event
- Ribbon recognition on badge
- Sign at convention
- In the convention app: logo displayed with click through access to website, written information about the company, and a “contact us” for more information feature.
- Social media recognition
- Premium event sponsorships

Diamond Level \$5,000+

RECOGNITION RECEIVED INCLUDES:

- Larger logo in Convention Annual
- Company listed on convention schedule
- Logo on slide show during corresponding sponsored event
- Ribbon recognition on badge
- Logo will appear in all the digital magazines to follow until the following July.
- In the convention app: logo displayed with click through access to website, written information about the company, and a “contact us” for more information feature.
- Social media recognition
- Premium event sponsorships
- Invitation-only reception on Tuesday night with Diamond Sponsors and all retailers and wholesalers that are in attendance
- Reserved tables for night events with option to invite guests to sit at your table
- Award presented by Association Chairman at Chairman's Banquet
- Priority in selecting Exhibit Hall booth location



Advertising

All ads are full color and displayed in our Annual Yearbook, which is distributed to every registered attendee.

- Half Page Ads (8.5" x 5.5") - \$750
- Full Page Ads (8.5" x 11") - \$1,000



Exhibit Booths

Corner Elite Booths are 20x20. Premium and Standard booths are 8x10. The first hour of our Exhibit Hall is designated as a networking hour, open to only retailers and wholesalers. The following two hours are then open to general admission.

Below is the cost breakdown:

Early Bird Pricing are for booths that are paid before February 1st and are for our members only.

- Corner Elite Booth - \$2,500
- Premium Booth - \$1,250
- Standard Booth - \$1,000

Your invoice will increase automatically if not paid by February 1st to the following:

- Corner Elite Booth - \$3,000
- Premium Booth - \$1,500
- Standard Booth - \$1,250

(Non-Member booth pricing is: Premium Booth - \$1,800 and Standard Booth - \$1,500)



Registration

Registration is based on each individual attending. Member/Spouse registration includes all meal functions, entertainment, business sessions & exhibit hall entrance. Child registration is for children 4-12 and includes a children's program for both Monday and Tuesday night, admission to Bingo, and the exhibit hall.

Cost if submitted before May 15th:

- Member or Spouse Registration - \$350
- Child Registration - \$250

Cost if submitted after May 15th:

- Member or Spouse Registration - \$440
- Child Registration - \$315



Four Star Sponsorship

To be a Four Star Sponsor, any given company must:

1. Run a full-page ad in the convention annual.
2. Sponsor an event during the convention at least at the Platinum Level.
3. Have an exhibit booth.
4. Purchase at least one full member registration.

Four Star Sponsors will receive additional recognition in the convention annual; additional recognition at both convention dinners; a special ribbon on all attendee badges; recognition in all the digital magazines to follow the convention; priority in selecting Exhibit Hall booth location; and an invitation only reception on Monday night with Four Star Sponsors and all retailers and wholesalers that are in attendance.

FOOD INDUSTRY FINEST



The Alabama Grocers Food Industry Finest Luncheon benefits AGA's political action fund, the SACK PAC, and honors the recipients of our Retailer, Vendor and Wholesaler of the Year Awards. The event will held in the fall of 2023 at The Club in Birmingham, Alabama.

Sponsorship levels for this event are below:



Alabama Great Seal Sponsor

Cost \$2,500

Included with Sponsorship

- Full table of eight
- Special recognition in the program
- Full page ad in the program
- Designated seating close to the stage



Alabama State Flag Sponsor

\$1,500

Included with Sponsorship

- Full table of eight
- Special recognition in the program
- Designated seating



Alabama Coat of Arms Sponsor

\$500

Included with Sponsorship

- Luncheon registration for two
- Special recognition in the program



Alabama Supporter Sponsor

\$150

Included with Sponsorship

- Luncheon registration per person



OTHER OPPORTUNITIES



DIGITAL MAGAZINE ADVERTISING

Cost: \$2,000

This Magazine is published digitally on a quarterly basis and distributed to all AGA Members. It includes articles from the Chairman, President and our Legislative Representative. We also include a section on AGA Happenings, which has information about Association progress, member events, and state events. This magazine also includes articles from national writers and industry leaders. It is published in the Market Minute, on the AGA web-site, and will be available on our AGA app.

Included with Sponsorship

- A full page ad in all four issues
- Ability to highlight your company with any articles about your company in one issue



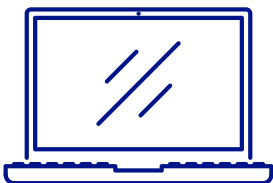
AGA MEMBER COMMUNITY APP

Cost: \$2,500

The AGA Member Only Communities App is another way we are communicating with our members and members are communicating with each other. You are able to read the weekly Market Minutes, get information about SNAP, WIC, AGA Events and up to the date News Alerts. Almost anything you want to know about our industry in Alabama is now available at your fingertips.

Included with Sponsorship

- A banner in the scroll across the bottom of the app with click through access to your website or other webpoint



EATATHOMEALABAMA.COM SPONSORSHIP

Cost: \$1,250

The EatAtHomeAlabama.com was redesigned in 2020. It now includes a Shop Smart Section, Meal Time Section, Eat Local Section, Food Safety Section, In the Media Section, and Recipe Section. We are looking for monthly sponsors.

Included with Sponsorship

- Featured Sponsor Page on the website to highlight your company
- Listed on the Market Minute on Tuesday's as the Featured Sponsor during that month

OUR TEAM



Ellie Taylor

President/CEO

etaylor@alabamagrocers.org



Patrick McWhorter

Legislative Consultant

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Stephanie Crabtree

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Tori O'Neal

**Membership &
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Director**

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2023 AGA ROI FORM

Please invoice me for the following AGA ROI Opportunities:
(Check all that apply)

Education Foundation Spring Golf Event

Presenting Sponsor (\$4,000)

Hole Sponsor (\$1,500)

Half Hole Sponsor (\$750)

Lunch Sponsor (\$1,500)

Breakfast Sponsor (\$1,000)

Sampling Hole Sponsor (\$1,000)

Education Foundation Fall Clay Event

Presenting Sponsor (\$4,000)

Full Station Sponsor (\$1,500)

Half Station Sponsor (\$750)

Lunch Sponsor (\$1,500)

Breakfast Sponsor (\$1,000)

Sampling Station Sponsor (\$1,000)

Education Foundation Silent Auction Donation

Please indicate Amount (\$500+)

\$ _____

Food Industry Finest

Great Seal Sponsor (\$2,500)

State Flag Sponsor (\$1,500)

Coat of Arms Sponsor (\$500)

Supporting Sponsor (\$150 - please indicate how many people)

Digital Magazine Advertising

\$2,500

Member Only Communities App Sponsorship

\$2,000

EatAtHomeAlabama Website Sponsorship

\$1,250 Please indicate your first and second choice in month below:

First Choice: _____ Second Choice: _____

2023 AGA ROI FORM CONTINUED



Please invoice me for the following AGA ROI Opportunities:
(Check all that apply)

CONVENTION OPPORTUNITIES

Sponsorship

Diamond Sponsor (\$5,000+)

Platinum Sponsor (\$3,000 - \$4,999)

Gold Sponsor (\$2,000 - \$2,999)

Silver Sponsor (\$1,000 - \$1,999)

INDICATE AMOUNT \$ _____

Advertising

Full Page Ad (\$1,000)

Half Page Ad (\$750)

Exhibit Booth

Note: Below pricing is for AGA Members Only. Early Bird prices end on February 1, 2023. After February 1st the following prices will be invoiced: Corner Elite (\$3,000); Premium (\$1,500); Standard (\$1,250).

Corner Elite Booth (\$2,500)

Premium Booth (\$1,250)

Standard Booth (\$1,000)

Registration

Note: Below pricing is for AGA Members Only. Early Bird prices end on May 15, 2023. After May 15th the following prices will be invoiced: Spouse/Member Registration (\$440); Child (\$315).

of Spouse/Member Registrations @ \$350 Each _____

of Child Registrations @ \$250 Each _____

TOTAL AMOUNT OF INVOICE FOR FORM: \$ _____

DATE YOU WOULD LIKE YOUR INVOICE EMAILED? _____

Contact: _____ Company: _____

Email: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Please return your form to:

Alabama Grocers Association, 300 Vestavia Parkway, Ste. 3500, Birmingham, AL 35216 or
scrabtree@alabamagrocers.org