

ALABAMA GROCERS ASSOCIATION



**RETURN
ON
INVESTMENT**

2024



ABOUT US

The Alabama Grocers Association (AGA) 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 created to assist members in their budgeting for the upcoming 2024 calendar year. It will outline different events and ROI opportunities within the Association and our Alabama Grocers Education Foundation (AGEF).

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

AGA Member 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

AGA Member 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

AGA Member 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

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

AFFILIATE
up to \$1,999

Affiliate Sponsor

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

The following items will be included in your yearly support totals:

- AGEF Spring Golf Outing
- AGEF Fall Clay Shoot
- AGEF Fund the Future
- Convention Sponsorship, Advertising & Exhibit Booth
- Food Industry Finest Sponsorship
- Digital Magazine Advertising
- AGA Member Community App Sponsorship
- EatAtHomeAlabama Website Sponsorship
- Other Association or Foundation Donations

The following items will not be included in your yearly support totals:

- Membership Dues
- Convention Registration & Hotel Cost
- Cost of Fund the Future Tickets

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 was founded in 1992 with the mission of enriching education and career development in the grocery industry. The AGEF takes pride in:

Advancing education
Growing career development
Empowering the leaders of tomorrow
Financial assistance
for AGA member employees and their dependents.

Our mission is met through the AGEF Scholarship Program, the AGEF Tuition Reimbursement Program, and educational seminars. AGA hosts three annual fundraising events, which directly fund the AGEF: our Spring Golf Outing; Fund the Future, which takes place during the Annual Show; and the Fall Clay Shoot.

AGEF Spring Golf Outing

April 4, 2024 • Timberline Golf Club • Calera, Alabama

SPONSORSHIP OPPORTUNITIES

All sponsors receive signage at the tournament, recognition on welcome sheet, and will be announced during the award ceremony. Sponsors will also be listed in Annual Show Yearbook.

- **Presenting Sponsor** - \$4,000 (*Tax Deductible \$1,800*)
Includes eight golfers & logo giveaway.
- **Hole Sponsor** - \$1,600 (*Tax Deductible \$900*)
Includes a team of four.
- **Half Hole Sponsor** - \$800 (*Tax Deductible \$450*)
Includes a team of two.
- **Sampling Hole Sponsor** - \$1,000 (*Tax Deductible \$1,000*)
Includes sampling of company's item at hole. Does not include any golfers.
- **Goodie Bag Sponsor** - \$1,000 (*Tax Deductible \$1,000*)
Includes signage at registration and have the option to provide branded bags used for our Goodie Bags. Does not include any golfers.
- **Beverage Cart Sponsor** - \$1,500 (*Tax Deductible \$1,500*)
Includes signage on beverage cart and opportunity to ride in cart and personally greet each golfer. Does not include any golfers.
- **Breakfast Sponsor** - \$1,000 (*Tax Deductible \$1,000*)
Includes sign at breakfast and opportunity to showcase product during breakfast. Does not include any golfers.
- **Reception Sponsor** - \$1,000 (*Tax Deductible \$1,000*)
Includes sign at the reception and opportunity to showcase your product during the reception. Does not include any golfers.
- **Lunch Sponsor** - \$1,500 (*Tax Deductible \$1,500*)
Includes sign at lunch and opportunity to showcase product during lunch. Does not include any golfers.



EDUCATION FOUNDATION



Fund the Future

July 29, 2024 • AGA Annual Show • Miramar Beach, Florida

A night of impact to further education and career development in the grocery industry. Experience a night full of fun and games during Monday Night's Welcome Dinner at our Annual Show.

- **Game Sponsor - \$3,000 (Tax Deductible \$3,000)**
Sponsor our Heads or Tails Game and/or Rock, Paper, Scissors Game. Sponsorship includes signage display at the event and presenting prize to the winner on stage.
- **Pre-Purchase Fund the Future Game Ticket Package - \$100**
Receive one entry into Heads or Tails Game; one entry into Rock, Paper, Scissors Game; and two raffle tickets.



AGEF Fall Clay Shoot

October 10, 2024 • Selwood Farm • Alpine, Alabama

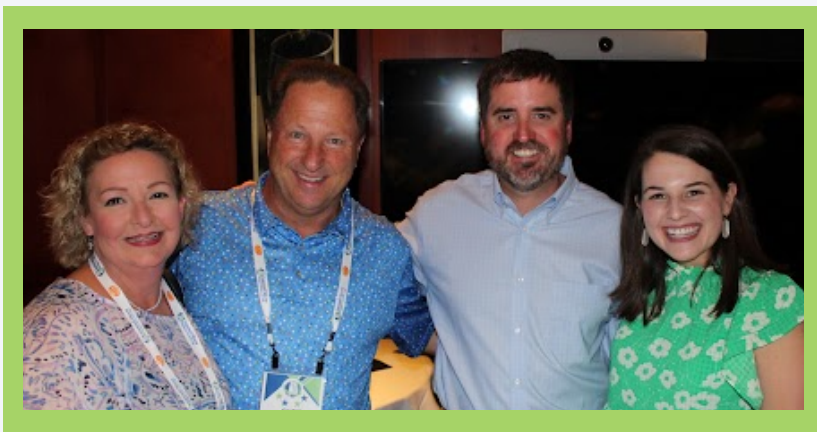
SPONSORSHIP OPPORTUNITIES

All sponsors receive signage at the tournament, recognition on welcome sheet, and will be announced during the award ceremony. Sponsors will also be listed in Annual Show Yearbook.

- **Presenting Sponsor - \$4,000 (Tax Deductible \$1,800)**
Includes two - four person teams & logo giveaway.
- **Station Sponsor - \$1,600 (Tax Deductible \$900)**
Includes a team of four shooters.
- **Half Station Sponsor - \$800 (Tax Deductible \$450)**
Includes a team of two shooters.
- **Sampling Hole Sponsor - \$1,000 (Tax Deductible \$1,000)**
Includes sampling of company's item at station (non-alcoholic products only). Does not include any shooters.
- **Goodie Bag Sponsor - \$1,000 (Tax Deductible \$1,000)**
Includes signage at registration and have the option to provide branded bags used for our Goodie Bags. Does not include any shooters.
- **Beverage Cart Sponsor - \$1,500 (Tax Deductible \$1,500)**
Includes signage on beverage cart and opportunity to ride in cart and personally greet each attendee. Does not include any shooters.
- **Breakfast Sponsor - \$1,000 (Tax Deductible \$1,000)**
Includes sign at breakfast and opportunity to showcase product during breakfast. Does not include any shooters.
- **Reception Sponsor - \$1,000 (Tax Deductible \$1,000)**
Includes sign at the reception and opportunity to showcase your product during the reception. Does not include any shooters.
- **Lunch Sponsor - \$1,500 (Tax Deductible \$1,500)**
Includes sign at lunch and opportunity to showcase product during lunch. Does not include any shooters.
- **Extra Cost -** There is a \$20 per person fee if you need to rent a gun from Selwood.



CONVENTION



The Alabama Grocers Association Annual Show takes pride in cultivating community within the grocery industry through networking experiences, educational seminars, and showcasing at our Exhibit Hall while enjoying entertainment at a top-notch venue. The 2024 Annual Show will be July 28 - 31 at the Sandestin Golf & Beach Resort in Miramar Beach, Florida.

Convention Opportunities



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

RECOGNITION RECEIVED INCLUDES:

- Convention Attendee List
- Logo in Annual Show Yearbook
- 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:

- Convention Attendee List
- Logo in Annual Show Yearbook
- 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:

- Convention Attendee List
- Logo in Annual Show Yearbook
- 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:

- Convention Attendee List
- Larger logo in Annual Show Yearbook
- 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, a “contact us” for more information feature, and link to a video about your company or video of your choosing.
- 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 table for sponsors of 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
- Logo will appear in all the digital magazines to follow until the following July.



Advertising

All ads are full color and displayed in our Annual Show 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 and Premium 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 - \$3,000
- Premium Booth - \$1,250

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

- Corner Elite Booth - \$4,000
- Premium Booth - \$1,500

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



Registration

Registration is based on each individual attending. Registration includes all meal functions (breakfast on Monday and Tuesday; lunch on Monday; and dinner on Monday and Tuesday), business sessions, nightly receptions and entertainment, bingo, and exhibit hall entrance.

Cost if submitted before May 15th:

- Member Registration - \$399
- Non-Member Registration - \$499

Cost if submitted after May 15th:

- Member Registration - \$599
- Non-Member Registration - \$699



Four Star Sponsorship

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

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

Four Star Sponsors will receive additional recognition in the Annual Show Yearbook; additional recognition at both convention dinners; a special ribbon on all attendee badges; logo will appear in all digital magazines to follow until the following July; 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 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. Through our SACK PAC, we ensure that pro-business candidates are elected to office and hear the concerns of the food industry at the local and state levels. These funds are vital to supporting our voice with government agencies as we monitor and advocate regulatory matters that impact the food business. The money raised for our SACK PAC ensures that AGA will continue to be the voice of the grocery industry in Alabama. The event will be held in the fall of 2024 at The Club in Birmingham, Alabama. Sponsorship levels are as follows:



Alabama Great Seal Sponsor

\$2,500

Included with Sponsorship

- Full table of eight
- Special recognition in the program
- Special designated seating
- Full page ad in the program



Alabama State Flag Sponsor

\$1,500

Included with Sponsorship

- Full table of eight
- Special recognition in the program
- Special 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/CEO 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



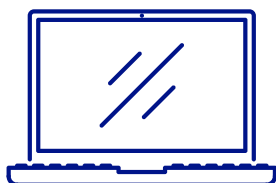
AGA MEMBER COMMUNITY APP SPONSORSHIP

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. Monthly sponsorship opportunities are available.

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 month of sponsorship

OUR TEAM



Ellie Taylor

President/CEO

etaylor@alabamagrocers.org



Patrick McWhorter

Legislative Consultant

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Stephanie Crabtree

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Laura Brittain Stubblefield

**Membership &
Communications
Director**

lstubblefield@alabamagrocers.org



2024 AGA ROI FORM

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

AGEF Spring Golf Outing

Presenting Sponsor (\$4,000)

Hole Sponsor (\$1,600)

Half Hole Sponsor (\$800)

Sampling Hole Sponsor (\$1,000)

Goodie Bag Sponsor (\$1,000)

Beverage Cart Sponsor (\$1,500)

Breakfast Sponsor (\$1,000)

Reception Sponsor (\$1,000)

Lunch Sponsor (\$1,500)

AGEF Fund the Future

Game Sponsor (\$3,000)

Fund the Future Ticket Package (\$100/per package) Qty of Ticket Packages _____

AGEF Fall Clay Shoot

Presenting Sponsor (\$4,000)

Station Sponsor (\$1,600)

Half Station Sponsor (\$800)

Sampling Station Sponsor (\$1,000)

Goodie Bag Sponsor (\$1,000)

Beverage Cart Sponsor (\$1,500)

Breakfast Sponsor (\$1,000)

Reception Sponsor (\$1,000)

Lunch Sponsor (\$1,500)

Gun Rental (\$20/per person)

Food Industry Finest Sponsorship

Great Seal Sponsor (\$2,500)

State Flag Sponsor (\$1,500)

Coat of Arms Sponsor (\$500)

Supporter Sponsor (\$150/per attendee)

Digital Magazine Advertising

\$2,000

AGA Member Community App Sponsorship

\$2,500

EatAtHomeAlabama Website Sponsorship

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

First Choice: _____ Second Choice: _____

2024 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, 2024. After February 1st the following prices will be invoiced: Corner Elite (\$4,000); Premium (\$1,500).

Corner Elite Booth (\$3,000)

Premium Booth (\$1,250)

Registration

Note: Below pricing is for AGA Members only. Early Bird prices end on May 15, 2024. After May 15th the following prices will be invoiced: Member Registration (\$499). Please note: spouses of members also receive this rate.

of Member Registrations @ \$399 Each _____

TOTAL AMOUNT OF INVOICE FOR FORM: \$ _____

DATE YOU WOULD LIKE TO RECEIVE YOUR INVOICE _____

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