

May 20-21, 2025 Washington D.C.

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.

SPONSORSHIP PROSPECTUS

The Fly-In for Fair Competition gathers NGA independent grocers in Washington, D.C. to advocate on a number of issues affecting their businesses & the industry. Grocers meet with their congressional representatives on Capitol Hill and help NGA 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.

Over 100 independent grocers attend the Fly-In each year holding high positions such as Chief Operating Officer, President, Chief Operating Officer to name a few. Below are some of the retailers that attended in 2024:

Fresh Encounter, Inc
Sendik's Food Market

Houchens Food Group
Wakefern Food Corp.

Rouses Enterprises LLC

[Linked here](#) is the 2024 schedule as the 2025 schedule is finalized.

Welcome Reception Sponsor

\$8,000

- ◆ Three (3) registration passes included
- ◆ Opportunity for 1-minute remarks at the Welcome Reception
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Podium recognition during the Opening Session on Day 1
- ◆ Company logo in NGA's promotional materials & digital marketing
- ◆ Company video (with no audio) on a loop displayed in reception area
- ◆ List of event registrants after the event concludes
- ◆ One (1) email to Fly-In registrants prior to the event via NGA's Marketing team
- ◆ One (1) email to NGA members through the NGA MarComms team
- ◆ One (1) banner ad posting in 5 issues of the NGA e-newsletter *Express Lane*

VIP Congression Reception and Dinner

\$8,000

- ◆ Three (3) registration passes included
- ◆ Opportunity for 1-minute remarks at the podium
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Podium recognition during the Opening Session on Day 1
- ◆ Company logo in NGA's promotional materials & digital marketing
- ◆ List of event registrants after the event concludes
- ◆ Opportunity to display collateral materials in the room

- ◆ One (1) email to Fly-In registrants prior to the event via NGA's Marketing team
- ◆ One (1) banner ad posting in 3 issues of the NGA e-newsletter *Express Lane*

Hill Day Breakfast Sponsor

\$5,000

- ◆ Two (2) registration passes included
- ◆ Opportunity for 1-minute remarks at the podium
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Podium recognition during the Opening Session on Day 1
- ◆ Company logo in NGA's promotional materials & digital marketing
- ◆ List of event registrants after the event concludes
- ◆ Opportunity to display collateral materials in the room
- ◆ One (1) email to Fly-In registrants prior to the event via NGA's Marketing team
- ◆ One (1) banner ad posting in 3 issues of the NGA e-newsletter *Express Lane*

Congressional Management Session Sponsor

\$5,000

- ◆ Two (2) registration passes included
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Podium recognition during the Opening Session on Day 1
- ◆ Company logo in NGA's promotional materials & digital marketing
- ◆ Opportunity to display collateral materials on attendee tables
- ◆ One (1) banner ad posting in 3 issues of the NGA e-newsletter *Express Lane*

Transportation Sponsor

\$5,000

- ◆ Two (2) registration passes included
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Podium recognition during the Opening Session on Day 1
- ◆ Company logo in NGA's promotional materials & digital marketing
- ◆ Company logo sign on vehicle(s) on Hill Day
- ◆ List of event registrants after the event concludes
- ◆ Opportunity to display collateral materials on the vehicles
- ◆ One (1) banner ad posting in 3 issues of the NGA e-newsletter *Express Lane*

Networking Break Sponsor

\$5,000

- ◆ Two (2) registration passes included
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Company logo branded in the station area with the opportunity to display QR codes with company information
- ◆ Podium recognition during the Opening Session on Day 1

- ◆ Company logo in NGA's promotional materials & digital marketing
- ◆ List of event registrants after the event concludes
- ◆ Opportunity to display collateral materials in the Networking area
- ◆ One (1) banner ad posting in 3 issues of the NGA e-newsletter *Express Lane*

“Spirit of America” Award Presentation Sponsor

\$3,500

- ◆ One (1) registration pass included
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Company logo on the main screen during award presentation
- ◆ Opportunity for brief 1-minute remarks at the podium at the start of the presentation
- ◆ Company mention in NGA's promotional materials & digital marketing
- ◆ List of event registrants after the event concludes
- ◆ One (1) banner ad posting in 2 issues of the NGA e-newsletter *Express Lane*

Step & Repeat Banner Sponsor

\$3,500

- ◆ One (1) registration pass included
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Company logo prominently and exclusive displayed with the NGA logo on the Step & Repeat banner
- ◆ The Step & Repeat banner will sit near the Registration area and will be a prime photo opportunity through the event
- ◆ Company mention in NGA's promotional materials & digital marketing
- ◆ List of event registrants after the event concludes
- ◆ One (1) banner ad posting in 2 issues of the NGA e-newsletter *Express Lane*

Charging Station/Lounge Sponsor

\$3,000

- ◆ One (1) registration pass included
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Sponsorship of NGA designated Lounge in the meeting space foyer branded with sponsor signage and collateral
- ◆ Company mention in NGA's promotional materials & digital marketing
- ◆ List of event registrants after the event concludes
- ◆ One (1) banner ad posting in the NGA e-newsletter *Express Lane*

Name Badge Lanyard Sponsor

\$3,000

- ◆ One (1) registration pass included
- ◆ Company logo on the event webpage and branded throughout the event

- ◆ Your brand will stand out with this exclusive opportunity
- ◆ NGA will produce lanyard's with sponsor's logo for attendee name badges
- ◆ Company mention in NGA's promotional materials & digital marketing
- ◆ List of event registrants after the event concludes
- ◆ One (1) banner ad posting in the NGA e-newsletter *Express Lane*

Attendee Gift Sponsor

\$3,000

- ◆ One (1) registration pass included
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Each conference attendee will receive one (1) elegant leather portfolio embossed with the sponsor's logo
- ◆ Company mention in NGA's promotional materials & digital marketing
- ◆ List of event registrants after the event concludes
- ◆ One (1) banner ad posting in the NGA e-newsletter *Express Lane*

Hotel Room Door Tag Sponsor

\$3,000

- ◆ One (1) registration pass included
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Each conference attendee (and other hotel guests) staying at the host hotel will view your company's logo when passing through the halls
- ◆ Sponsor will have the opportunity to design the door tag and brand it as their own
- ◆ Company mention in NGA's promotional materials & digital marketing
- ◆ List of event registrants after the event concludes
- ◆ One (1) banner ad posting in the NGA e-newsletter *Express Lane*

Hotel Room Key Sponsor

\$2,000

- ◆ One (1) registration pass included
- ◆ Company logo on the event webpage and branded throughout the event
- ◆ Each conference attendee will use their hotel room key branded with your company's logo
- ◆ Company mention in NGA's promotional materials & digital marketing
- ◆ List of event registrants after the event concludes
- ◆ One (1) banner ad posting in the NGA e-newsletter *Express Lane*