

Co+vergence 2022

premier sponsorship guide



National Grocery & Wellness Conference | August 7-10 at Saint Paul RiverCentre | St. Paul, MN

Secure Your Premier Sponsorship

Our Premier sponsorship opportunities provide exceptional value for your brand through an experience that is fun and compelling for our retailers. Create more brand exposure and more face time for your staff with co-op buyers and managers at Co+vergence by securing a Premier sponsorship today!

In addition to the unique benefits highlighted with each opportunity, all sponsors receive the following:

- Preferred table placement at Co+vergence Vendor Showcase on Wednesday, August 10
- Acknowledgment in the conference program, conference app and during the event you sponsor
- Exclusive branding and networking opportunities

Experience the next level of Co+nvergence with these Premier sponsorship opportunities!

Welcome Reception

Sunday, August 7

Exclusive sponsorship of our Co+nvergence kickoff event — an evening of food and fun with retailer attendees and NCG staff.

Benefits: *Up to 4 staff from your company may attend the Welcome Reception.*

Investment: *\$6,000 for exclusive event sponsorship*

Co-op Social

Tuesday, August 9

At this evening hospitality and entertainment event during a St. Paul Saints baseball game, select sponsors can eat, drink and be merry with Co+nvergence retailer attendees and NCG staff. As a food and beverage sponsor for the Co-op Social, your products will be served as the official appetizers, meal or refreshments.

Benefits: *Up to 2 staff from your company may attend the Co-op Social.*

Investment: *\$1,500 + product or prize cost, where applicable*

Rise & Shine Breakfast

Monday, August 8, through Wednesday, August 10

Help attendees jumpstart their day as the official breakfast or caffeine sponsor of Co+nvergence! Sponsors provide product to be served as a part of breakfast for our attendees on Monday, Tuesday and Wednesday.

Benefits: *Exclusive product sampling and branding opportunity.*

Investment: *\$1,500 + product. Please contact Jon Fogarty for details.*

Put Your Brand on the Menu

What better way to have people sample your new product than to serve it for lunch, dinner or a snack? There are several opportunities to put your products on the menu for our attendees and multiple ways to weave your brand into and throughout Co+nvergence.

Investment: *\$1,500 + product. Please contact Jon Fogarty for details.*

The Co+nvergence Afterparty

Wednesday, August 10

Your exclusive, title event sponsorship of the natural products industry's biggest party of the year includes:

- **Multimedia branding opportunity:** Short film, short speech, scrolling presentation — let's get your story out there!
- **Cocktails:** Your product ingredients in the official afterparty cocktails created by the resident mixologists at our host venue.
- **Food/product sampling:** In our outdoor beer garden.
- **Branded pedal pubs:** Our bike bars tour St. Paul and keep the party rolling!

Benefits: *Up to 10 staff from your company may attend the Co+nvergence Afterparty — bonus networking opportunity!*

Investment: *Please contact Jon Fogarty for details.*

Official Conversation Sponsor

Imagine your company logo flying through the air during all conference plenary sessions! Branded Catchbox microphones are a huge hit and provide a unique, effective marketing opportunity.

Benefits: *Brand exposure to attendees throughout Co+nvergence.*

Investment: *\$2,000 + cost of Catchbox covers (starting at \$85/cover).*

More Opportunities

Keynote Speaker: Your company's sponsorship of our inspirational keynote.

Event Atmospherics: Flowers, stage dressing, table tents, etc., to help NCG create a memorable plenary session experience.

Custom Sponsorship: You tell us what would create value for your brand and be compelling or fun for our attendees! We'll consider all reasonable offers.

Investment: *Varies by opportunity; contact Jon Fogarty for details.*

Learn More!

Contact Jon Fogarty to discuss your goals and select your Premier sponsorship opportunity. jon.fogarty@ncg.coop
612.343.2848

Important Notes: *Only confirmed Supporter and Partner level Co+nvergence sponsors are eligible to participate. There is an additional cost for these Premier sponsorship opportunities. Space is limited — act quickly to lock in your sponsorship!*