

NEW!!! WGA AWARDS PROGRAM 2023 Sponsorship Opportunities

Grocer of The Year Excellence in Operations Community Service

In the spring of each year, WGA members nominate grocery retailers to win one of the WGA's most coveted awards. Throughout the summer months WGA President and CEO, Brandon Scholz, personally delivers the award to each winner at their store and recognizes their outstanding achievements.

An over-sized AWARD "certificate" is given to each winner and photos of the presentations are posted and recognized in the following media:

- WGA social media platforms (Instagram, Facebook, LinkedIn),
- *Wisconsin Grocer* Magazine – Expo Issue & Winter Issue (Expo Recap)
- Innovation Expo Program Guide
- Weekly President's Letter e-Newsletter
- Miscellaneous Event Communications (Weekly Special)

As a final touch, the winners are then individually recognized at the **Annual WGA Awards Banquet** in October at the Innovation Expo.

This year we are offering the opportunity for you to be an integral part of the Awards Program by **Sponsoring an Award** and **adding your logo to the Certificate of Award** which will then appear in WGA communications as mentioned above. WGA will also facilitate a personal connection to the winners during the Awards Banquet by offering you seating at (or near) the winner's table. Any other ideas? Let us know!

In addition to the many exposures noted above, an award sponsorship includes a **Message of Congratulations** included in a full color advertisement in the **Expo Issue of Wisconsin Grocer Magazine, Innovation Expo Program Guide, and WGA Website.**

Grocer of The Year \$2000

- Full page ad with up to 100-word personalized message from sponsoring company.
- 1 sponsorship available

Excellence in Operations \$1500

- Half page ad with up to 50-word personalized message from sponsoring company.
- 1 sponsorship available

Community Service \$1,000

- Quarter page ad with up to 50-word personalized message from sponsoring company.
- 1 sponsorship available

Please contact Kris Neilson, VP of Events, kris@wisconsin-grocers.com, 608-210.3304