

AMERICA'S LARGEST HEALTH & WELLNESS FESTIVAL

SEPT 26-27

ONSORSHIP PACKACES

OUR MISSION

The Kroger Wellness Festival is designed to help people live healthier lives by taking a holistic approach to healthy living. Inspired by our desire to uplift and Feed the Human Spirit, we provide diverse live experiences around well-being, including physical, mental and emotional health, that are Fresh for Everyone™.

January 2023: Kroger Health takes top honor with MMR's Retailer of the Year Award





200+ **Sponsors**



200,000+ Attendees

Festival Highlights WELLNESS ESTIVAL

20+ Headliners on **6** Stages





Speakers, Influencers, **Artists & Musicians**



125+ Demos, Classes, Panels, & Concerts



Immersive Brand Experiences

Health & Wellness Advice from Kroger Health Experts

Food As Medicine Inspired Cooking Demos

Premium Samples & Giveaways

Fitness Challenges

Family-Friendly Activities





"This event was bigger and better than I could have imagined. Thank you for the opportunity – I hope we can find a way to work together in the future"

- John Cena



"It is so impressive to see that Kroger is investing in the community this way. I can't wait to see how this event grows!"

- Venus Williams



"I'm blown away with this event. Especially your prep team! I'd love to have them work on Chopped!"

- Amanda Freitag



"As a mom and Ohio native I am SO PROUD of what Kroger has built – Please invite me back!"

- Amanda Kloots









Kroger Wellness Festival Reporting*

TOP SALES LIFT EXAMPLES:

A beverage **▲ +2,132.7**% A household item

+1,116%

A seltzer variety pack

468%

A beauty product

+116.3%

A canned fruit item
+1,521.3%

A greeting card +314%

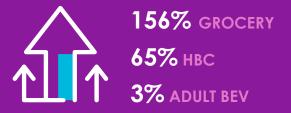
A red wine +50.5%

A coconut water ▲ +1,483.8%

NEW BRAND BUYERS**



AVERAGE UNIT PER STORE LIFT



AVERAGE REPEAT SALES







We believe we can do a lot of good, but we cannot do it alone; we become better through the strength and passion of our partners.

-KROGER HEALTH



PRESENTING LEVEL SPONSORSHIP

\$500,000



- Kroger merchandising display opportunity
- KPM targeted onsite ad
- Inclusion in all marketing & media buys
- Top-to-top meeting with Kroger Leadership
- Activation space: up to 20x60
- Priority location at Festival
- Additional marketing activation at the festival
- Opportunity for celebrity or influencer in festival programming
- Brand video(s) included on Festival video screens (up to 5 minutes)
- Brand logo included on Festival video screens
- Brand logo on wayfinding signage
- Brand logo on Festival guide
- Brand recognition by stage MC at festival – 4/day
- Inclusion in VIP bags for Kroger leadership, talent & sponsors (600 samples needed)

- Private dinner with Kroger Executive Leadership - 2 invites
- VIP experience with Kroger Executive & Category Leadership - 2 invites
- VIP Experience with Category Leadership - 8 invites
- Kickoff party 8 invites
- Digital advertising and social media minimum of:
 - (4) branded posts on Festival Facebook page
 - (4) branded Instagram posts,
 (2) Instagram stories, and (5) sponsor
 created content Instagram stories on
 Festival Instagram account. Sponsor
 Instagram stories will be saved to Festival
 Instagram highlights for
 (1) month
 - (6) Year-round sponsor highlights
- Festival App
 - Banner ads (3)
 - Logo on sponsor page
- Banner.com
 - Featured recipe/article (3)
 - Shoppable sponsor logo featured on Festival home page
 - Logo on Festival sponsor page

PLATINUM LEVEL SPONSORSHIP

\$265,000



- Kroger merchandising display opportunity
- KPM shared targeted onsite ad
- Top-to-top meeting with Kroger leadership
- Activation space: up to 20x40
- Priority location at Festival
- Additional marketing activation at the festival
- Opportunity for celebrity or influencer in Festival programming
- Brand video(s) included on festival video screens (up to 4 minutes)
- Brand logo included on festival video screens
- Brand logo on wayfinding signage
- Brand logo on festival guide
- Brand recognition by stage MC at festival – 4/day
- Inclusion in VIP bags for Kroger leadership, talent& sponsors (600 samples needed)

- Private dinner with Kroger Executive Leadership – 1 invite
- VIP experience with Kroger Executive
 & Category Leadership 2 invites
- VIP Experience with Category Leadership - 6 invites
- Kickoff party 6 invites
- Featured in digital advertising and social media-minimum of:
 - (2) branded posts on Festival Facebook page
 - (2) branded Instagram posts, (2) Instagram stories, and (2) sponsor created content Instagram stories on Festival Instagram account. Sponsor Instagram stories will be saved to Festival Instagram highlights for (1) month
 - (3) Year-round sponsor highlights
- Festival App
 - Banner ads (2)
 - Logo on sponsor page
- Banner.com
 - Featured recipe/article (2)
 - Shoppable product featured on the product carousel
 - Logo on Festival sponsor page

GOLD LEVEL SPONSORSHIP

\$185,000



- Kroger merchandising display opportunity
- KPM shared targeted onsite ad
- Activation space: up to 20x30
- Additional marketing activation at the Festival
- Opportunity for celebrity or influencer in festival programming
- Brand video(s) included on festival video screens (up to 3 minutes)
- Brand logo included on festival video screens
- Brand logo on wayfinding signage
- Brand logo on festival quide
- Brand recognition by stage MC at festival 2/day
- Inclusion in VIP bags for Kroger leadership, talent & sponsors (600 samples needed)

- VIP experience with Kroger Executive & Category Leadership - 1 invite
- VIP experience w/category leadership - 6 invites
- Kickoff party 4 invites
- Inclusion in digital advertising and social media –minimum of:
 - (1) branded posts on Festival Facebook page
 - (1) branded Instagram post, (1)
 Instagram story, and (2) sponsor
 created content Instagram stories
 on Festival Instagram account.
 Sponsor Instagram stories will be
 saved to Festival Instagram
 highlights for (1) month
- Festival App
 - Banner ads (2)
 - Logo on sponsor page
- Banner.com
 - Featured recipe/article (1)
 - Shoppable product featured on the product carousel
 - Logo on Festival sponsor page

SILVER LEVEL SPONSORSHIP

\$105,000



- Kroger merchandising display opportunity in Cincinnati/Dayton division
- Activation space: up to 10x30
- Additional marketing activation at the Festival – incorporation into a program/panel/demo/workout
- Opportunity for celebrity or influencer in Festival programming
- Brand video(s) included on festival video screens (up to 2 minutes)
- Brand logo included on festival video screens
- Brand logo on wayfinding signage
- Brand logo on festival guide
- Inclusion in VIP bags for Kroger leadership, talent & sponsors (600 samples needed)

- VIP experience w/category leadership - 4 invites
- Kickoff party 4 invites
- Inclusion in digital advertising and social media leading up to Festival
 - (1) branded post on Festival Facebook page
 - (1) branded post on Instagram, (1) Instagram story
- Festival App
 - Banner ad (1)
 - Logo on sponsor page
- Banner.com:
 - Shoppable product featured on the product carousel
 - Logo on Festival sponsor page





BRONZE LEVEL SPONSORSHIP

\$52,500



- Activation space: up to 10x30
- Opportunity for celebrity or influencer in Festival programming
- Brand video(s) included on Festival video screens (up to 1 minute)
- Brand logo included on Festival video screens
- Sponsorship recognition on wayfinding signage
- Brand logo on Festival guide
- VIP experience w/category leadership 3 invites
- Kickoff party 4 invites
- Festival App
 - Logo on sponsor page
- Banner.com:
 - Logo on Festival sponsor page





RUBY LEVEL SPONSORSHIP

\$26,500



- Activation space: up to 10x20
- Brand logo included on Festival video screens
- Brand logo on wayfinding signage
- Brand logo on Festival guide
- VIP experience w/category leadership - 2 invites
- Kickoff party 3 invites
- Festival App
 - Logo on sponsor page
- Banner.com:
 - Logo on Festival sponsor page









EXHIBITOR PLUS SPONSORSHIP

\$16,000

- Activation space: 10x10
- Brand logo included on Festival video screens
- Brand logo on wayfinding signage
- Brand logo on Festival guide
- VIP experience w/category leadership – 2 invites

- Kickoff party 2 invites
- Festival App
 - Logo on sponsor page
- Banner.com:
 - Logo on Festival sponsor page





EXHIBITOR SPONSORSHIP

\$10,500

- Activation space: 10x10
- Brand logo included on Festival video screens
- Brand logo on wayfinding signage
- Brand logo on Festival guide
- Kickoff party 2 invites

- Festival App
 - Logo on sponsor page
- Banner.com:
 - Logo on Festival sponsor page

SAMPLES ONLY

\$5,500

- Grab-and-Go samples at a sample station or at designated areas
- Grab-and-Go samples during a fitness class or challenge
- 8,000 samples

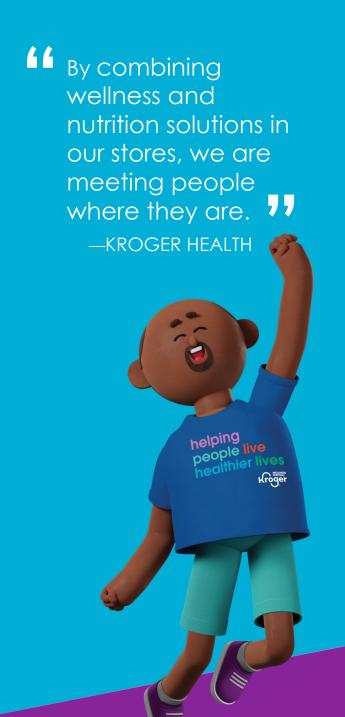




VIP SAMPLES

\$2,000

- Must be a Festival sponsor to participate in VIP bag
- 600 samples
- Bags distributed to Kroger leadership, talent, and sponsors only



IMPORTANT DATES

Participation Deadlines:

- Presenting: February 14, 2025
- Platinum, Gold, Silver: March 14, 2025
- Bronze, Ruby, Exhibitor Plus, Exhibitor: June 30, 2025

Logo Deadlines for Website Updates:

- May 2, 2025
- June 2, 2025
- July 2, 2025

Activation/Booth Rendering Deadline

• July 15, 2025

Building Permit Application Deadline

September 5, 2025





THE KROGER WELLNESS FESTIVAL TEAM



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