

# Kroger<sup>®</sup> WELLNESS FESTIVAL

SEPT 22-23

*America's Largest Health & Wellness Festival*

Sponsorship Packages  
12.2.22



20  
23





**+125,000  
Attendees**



**148  
Sponsors**



**+75  
Demos  
Classes  
Panels  
Concerts**



**WELLNESS  
FESTIVAL**  
**Kroger**  
PRESENTED BY  
**PEPSICO**  
FEATURING  
**bubly**  
sparkling water



**362MM  
Total  
Impressions**



**20  
22**



**16  
Headliners  
on  
4 Stages**

**+2.5MM  
Samples  
Distributed**



**671  
Media  
Stories**



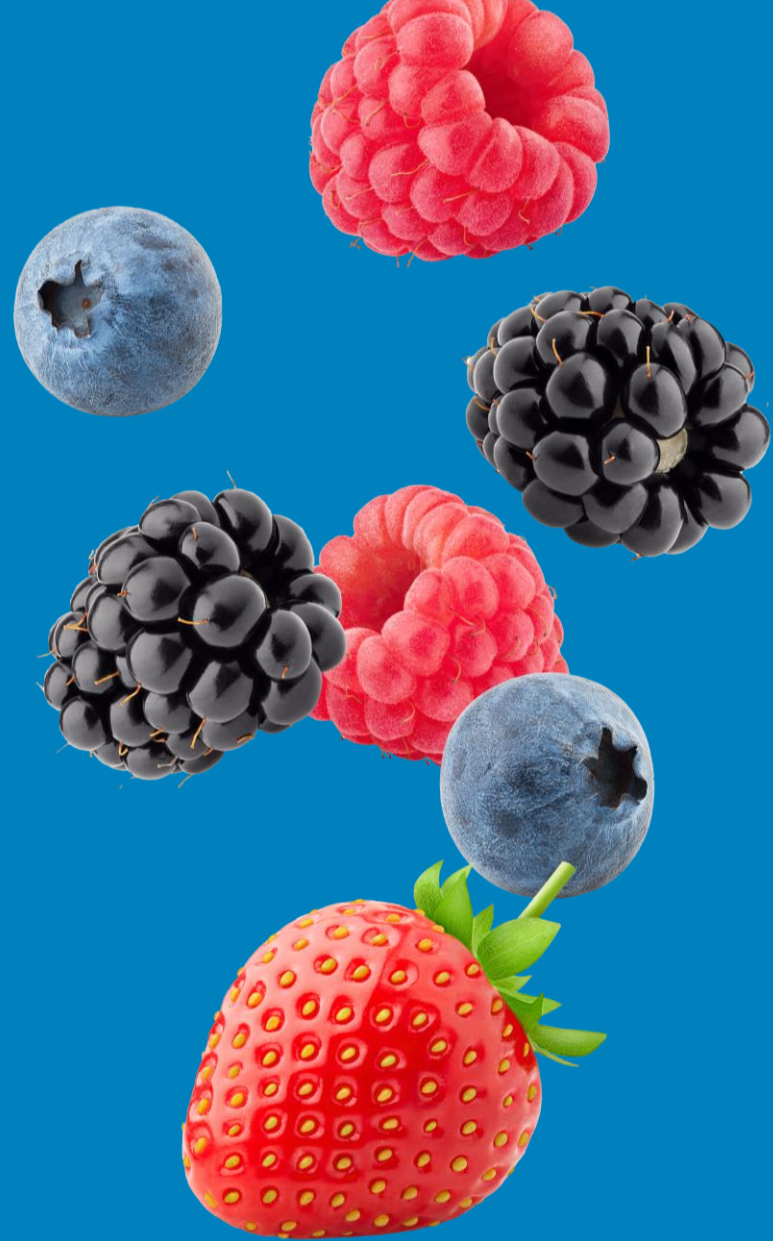
**+150  
Speakers  
Influencers  
Artists &  
Musicians**





# 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™**.



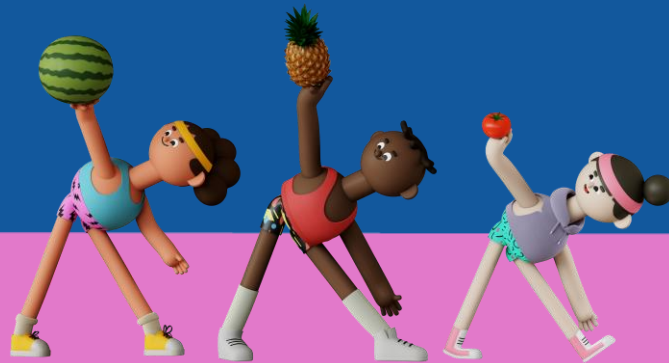
# 2023 Festival Highlights

Family-Friendly  
Kids' Activities



Food As  
Medicine-  
Inspired  
Cooking  
Demos

Health & Wellness  
Advice from Kroger  
Health Experts



Celebrity-Led Fitness  
Challenges

Immersive Brand Experiences

“ We believe in the preventative power of Food as Medicine, and that averting disease is just as important as treating it. ”  
– Kroger Health

# FOOD AS MEDICINE

Kroger's Wellness Festival will feature live entertaining culinary demos that emphasize the connection between food and health. Featuring professional chefs, dietitians and Kroger Health nutritionists, each live cooking event will show attendees how to incorporate small changes to fit a variety of lifestyles.



# SELF-CARE

Give attendees the exclusive chance to experience your brand through a live activation or share a sample. Engage and educate attendees on the unique benefits that your brand brings to total health and wellness.





“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





# Sponsorship Packages



# Presenting Level Sponsorship \$500,000



- Kroger merchandising display opportunity
- 84.51 shared targeted onsite ad
- Inclusion in all media buys
- Top-to-top meeting with Kroger Leadership
- Activation space: up to 20x60
- Priority location at Festival
- Branding on Festival-provided custom activation
- 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 (500 samples needed)
- Private dinner = 2 invites
- VIP experience w/Kroger Executive Leadership = 2 invites
- VIP Experience w/category Leadership = 6 invites
- Kickoff party = 8 invites
- Featured in 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
- Banner.com
  - Content integration (recipes, articles)
  - Logo inclusion on Festival sponsor page
  - Sponsor highlight

# Platinum Level Sponsorship \$250,000



- Kroger merchandising display opportunity
- 84.51 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 (500 samples needed)
- Private Dinner = 1 invite
- VIP Experience w/Kroger Executive Leadership = 2 invites
- VIP Experience w/Category Leadership = 4 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
- Banner.com
  - Content integration (recipes, articles)
  - Logo inclusion on Festival sponsor page
  - Sponsor highlight



# Gold Level Sponsorship

## \$175,000



- Kroger merchandising display opportunity
- 84.51 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 guide
- Brand recognition by stage MC at festival – 2/day
- Inclusion in VIP bags for Kroger leadership, talent & sponsors (500 samples needed)
- VIP experience w/category leadership = 4 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
- Banner.com
  - Content integration (recipes, articles)
  - Logo inclusion on Festival sponsor page
  - Sponsor highlight

# Silver Level Sponsorship \$100,000



- Activation space: up to 20x20
- Additional marketing activation at the Festival
- 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 (500 samples needed)
- VIP experience w/category leadership = 2 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
- Banner.com:
  - Logo inclusion on Festival sponsor page
  - Featured recipes, blog, or content
  - Sponsor highlight



# Bronze Level Sponsorship \$50,000



- 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
- Inclusion in VIP bags for Kroger leadership, talent & sponsors (500 samples needed)
- VIP experience w/category leadership = 2 invites
- Kickoff party = 3 invites
- Banner.com
  - Logo inclusion on Festival sponsor page

# Ruby Level Sponsorship \$25,000



- 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
- Banner.com
  - Logo inclusion on Festival sponsor page



# Exhibitor Plus & Exhibitor Sponsorship



## \$15,000

- 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
- Banner.com
  - Logo inclusion on Festival sponsor page

## \$10,000

- Activation space: 10x10
- Brand logo included on Festival video screens
- Brand logo on wayfinding signage
- Brand logo on Festival guide
- Kickoff party = 2 invites
- Banner.com
  - Logo inclusion on Festival sponsor page



# Samples Only \$5,000

- 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



# Plus-Up Opportunities

## VIP BAG SAMPLES \$1,500

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

# Important Dates

## Kroger Wellness Festival – September 22-23, 2023

- Downtown Cincinnati, OH
- Friday 11:00 a.m. – 7:00 p.m.
- Saturday 11:00 a.m. – 7:00 p.m.
- Kick-off Party – Thursday, September 21<sup>st</sup>
- VIP Experiences, Friday, September 22<sup>nd</sup>
- Festival Concert(s) – TBD
- Private VIP Dinner – TBD
  - Presenting & Platinum sponsors only

## Participation Deadlines

- Platinum & Gold participation deadline - March 31<sup>st</sup> (for merch benefit only)
- Participation deadline for all sponsorships - August 11<sup>th</sup>

“We envision a world where the preventive power of food reduces the need for drug prescriptions, where positive outcomes outnumber chronic diseases, and where Americans of all ages have access to the foods, treatments, and services they need to live healthier lives.”

– Kroger Health





20  
23



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