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AMERICA'S LARGEST HEALTH & WELLNESS FESTIVAL

SEPT 26-27

SPONSORSHIP PACKAGES

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





Festival Highlights



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
▲ +68%

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**



74% GROCERY

85% HBC

67% ADULT BEV

AVERAGE UNIT PER STORE LIFT



156% GROCERY

65% HBC

3% ADULT BEV

AVERAGE REPEAT SALES



13.0% GROCERY

+\$710K incremental repeat sales

5.6% HBC

+\$200K incremental repeat sales

13.6% ADULT BEV

+\$140K incremental repeat sales

*84.51 tracked the sales lift of the participating Kroger Wellness Festival products 12W prior to the event and 12W post. In this study, there were 2,132,211 total Influenced Households

**Households, on average, in the Cincinnati/Dayton division

“ We help people live healthier lives by creating solutions that combine health and wellness in simple ways so it's easier to be – and stay – healthy. ”

–KROGER HEALTH



FOOD AS MEDICINE

Share the benefits your products provide in relation to the Food as Medicine concept with festival attendees. By showcasing how your products support a healthier lifestyle, you'll emphasize their positive impact on overall wellness and inspire attendees to make mindful, health-conscious decisions.



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 HEALTH



Kroger
WELLNESS
FESTIVAL

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 guide
- 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

“ By combining wellness and nutrition solutions in our stores, we are meeting people where they are. ”
—KROGER HEALTH



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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