



# CHECKOUT SCOTLAND

In support of GroceryAid®

**GLASGOW**

**05.09.2024 | 4PM - 11.30PM**

# WHAT IS CHECKOUT SCOTLAND?



An inclusive music event for independent retailers, wholesalers, national supporters and Scottish brands bringing over **600 colleagues** together



An event to fundraise for GroceryAid who provide free and confidential emotional, practical and financial support to industry colleagues **24/7, 365 days a year**



An opportunity for up to **30 sponsors** to showcase their brand within a Scottish trade setting

# WHAT'S ON?



HEADLINE ARTISTS



POPULAR DJs



BARS



SPONSORED STANDS



STREET FOOD





# WHY SPONSOR?

30 SPONSORS



77 COMPANIES



GroceryAid Scotland's only music event is returning in 2024, bringing over 600 colleagues together to showcase Scottish brands, make connections and reward colleagues. The sponsorship options are perfect for Scottish brands and suppliers who want to engage with the Scottish trade.

Whether you would like to showcase your brand and product, reward your team for their hard work or simply support the charity that supports the Scottish grocery industry, we would love to see you there.

At Checkout Scotland, you can:

- Be part of the only music event for the Scottish grocery industry
- Get together with colleagues from retail, independent retail, convenience, wholesale, suppliers and manufacturers
- Reward your employees
- Promote your brand to an influential audience
- Support your industry charity
- Showcase your products
- Network with key industry stakeholders
- Raise awareness of GroceryAid

At Checkout Scotland, the stage is set for your brand to shine, your team to be honoured, and connections to be forged. It's more than an event; it's a celebration of industry excellence and camaraderie.

£55K RASIED



# BESPOKE

£15,000 + VAT

If you're aiming for a show-stopping presence that commands attention, this activation is your ticket to making an unforgettable impact. With the largest footprint available for individual packages, you're poised to stand head and shoulders above the competition.

## Opportunity to activate (subject to availability)

- Main Indoor Bar
- Outdoor Bar
- Main Stage

## Includes

- **Headline logo on event promo & onsite branding**
- **Stock provision for bars**
- **Naming rights of bar or stage**
- **3x Crew passes**

# SPONSOR PACKAGES

# PLATINUM

£10,000 + VAT

Grab the attention of Checkout guests and key trade customers with a spacious 6m x 4m activation area that's a blank canvas for your creativity to run wild, showcasing your brand, your products and your values.

## Includes:

- Large activation space - 6m x 4m
- Rights to sample soft drinks, snacks or confectionary
- Stock provision of alcoholic drinks to be sold by the venue in your activation space
- Logo on event promo & branding
- Social media promotion
- 3x Crew passes

# GOLD

£7,500 + VAT

Get ready to make a big impact in a compact space. With a medium-sized activation area of 4m x 2.5m, you'll be surprised by how much attention and influence you can have among Checkout guests and crucial trade customers.

## Includes

- Medium activation space - 4m x 2.5m
- Rights to sample soft drinks, snacks or confectionary
- Stock provision of alcoholic drinks to be sold by the venue in your activation space
- Logo on event promo & branding
- Social media promotion
- 3x Crew passes

# SILVER

£5,000 + VAT

Unleash the power of your brand in a space that defies its size. With a compact yet impactful 2.5m x 2.5m activation area, you're positioned to make a big impression on Checkout guests and essential trade customers.

## Includes

- Small activation space - 2.5m x 2.5m
- Rights to sample soft drinks, snacks or confectionary
- Stock provision of alcoholic drinks to be sold by the venue in your activation space
- Logo on event promo & branding
- Social media promotion
- 2x Crew passes

# BRONZE

£3,000 + VAT

For smaller brands looking to make an impact, this package is the ideal opportunity to showcase products and get them into the hands of trade and target audiences .

## Includes

- Product placement only
- Logo on event promo & branding
- Includes 2 x guest tickets



**GET IN TOUCH**

**Kimberley Jardine**

Senior Event Manager

**Kimberley.Jardine@groceryaid.org.uk**

**07858596767**



This is a fundraising event supporting GroceryAid, the charity for the grocery industry. All bookings are subject to acceptance of GroceryAid's event [terms and conditions](#). GroceryAid is a Registered Charity Reg No. 1095897 (England & Wales) & SC039255 (Scotland). A company limited by guarantee. Registered in England & Wales No 04620683

