



We are delighted to bring you the GroceryAid 2026 Events Calendar.

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# Our events and programmes raise more than **80%** of our funding, which provides vital money for the charity.

In 2024/25 we raised **£11 million** from our events, which were attended by more than 18,000 colleagues, a 20% increase in attendees year on year. It was our eighth successive year of achieving a record-breaking fundraising amount. This incredible fundraising amount helps GroceryAid to remain the most relevant and accessible charity for anyone working in the grocery industry. It ensures our free and confidential services are available to over 2.6 million people and their families from the moment colleagues start work, offering vital relief during life's toughest moments. Accessible **24 hours a day, 365 days a year**, our support is always there when it's needed most.

In 2024/25 we helped more colleagues than ever before, with a **76% increase** in the number of incidents of support and **23% increase** in financial grants awarded. We also delivered a **12.5% increase** in children receiving a £150 School Essentials Grant and saw a 3% increase in calls to our free and confidential Helpline. Meeting this increased demand is made possible because we continue to raise more money through our events.

In addition to raising money for the Charity, GroceryAid events are renowned for helping organisations solve essential business challenges in a unique way. Tickets are used for rewarding and recognising the dedication and hard work of colleagues, as well as strengthening industry connections and making new ones. While our sponsors benefit from meeting key commercial contacts in an environment where they can experience new products and secure potential business deals.

We really hope you like what you see and want to thank you for your on-going support.

If you have any questions about the events, please email [events@groceryaid.org.uk](mailto:events@groceryaid.org.uk)

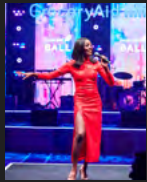
Please follow us on **LinkedIn** to receive regular event updates, or for more information on our support services, please sign up to our monthly newsletter via our website.

# Book Now

Secure your place at our unmissable events. To book your place in the room, or to discuss sponsorship opportunities, please email [events@groceryaid.org.uk](mailto:events@groceryaid.org.uk)



# Events Calendar 2026



5th March  
**The GroceryAid Ball**

> Find out more



16th April  
**Morrisons Big Night Out**

> Find out more



7th May  
**Co-op Windermere Row**

> Find out more



14th May  
**Waitrose & Partners Garden Party**

> Find out more



11th June  
**Booker Dragon Boat Race**

> Find out more



24th June  
**GroceryAid Golf Day**

> Find out more



2nd July  
**Barcode Festival**

> Find out more



15th-18th July  
**Pedal The Borders**

> Find out more



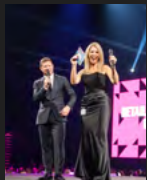
2nd-4th September  
**London to Amsterdam**

> Find out more



18th September  
**Tesco Clay Pigeon Shoot**

> Find out more



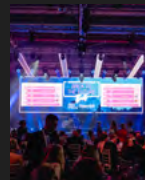
24th September  
**Co-op Pioneer Awards**

> Find out more



9th October  
**D&I in Grocery LIVE!**

> Find out more



15th October  
**Asda Tickled Pink Gala Ball**

> Find out more



13th November  
**Sporting Lunch**

> Find out more



18th November  
**Tesco Glitz Ball**

> Find out more



3rd December  
**Sainsbury's Big Bash**

> Find out more



January-December  
**D&I in Grocery Programme**

> Find out more

# GROCERY AID<sup>®</sup> BALL

Thursday 5th March 2026  
**JW Marriott Grosvenor House,  
 Park Lane, London**

## Pricing

Premium table of 10  
**£15,000 + VAT**

Executive table of 10  
**£11,000 + VAT**

Standard table of 10  
**£9,000 + VAT**

## Sponsorship

Get in touch to discuss ways you can get involved



**New Format For 2026!**



GroceryAid's signature black-tie event, The GroceryAid Ball, is the first major industry celebration of the year, bringing together all leading retailers in one room.

With over **44%** of guests at Board level, this unique gathering offers an unparalleled opportunity to connect with senior decision-makers from across the sector in a single evening. Held at Grosvenor House, an iconic London venue, The GroceryAid Ball combines high-quality entertainment, great food, and fantastic networking, all in support of GroceryAid's vital work. With exceptional commercial opportunities available, including brand exposure and product placement, the event offers a powerful platform to build relationships, reward your team, and elevate your presence among key retail partners.

**"This event has got so many people - so many suppliers and retailers in attendance. It's a great opportunity to spend time with people with shared goals and doing the right thing and supporting GroceryAid."**

Stephanie Blane  
 Head of Commercial, Co-op

**£720K**  
 raised last year

- > Watch the event video
- > Contact us to enquire
- 🌐 [groceryaid.org.uk/events/grocery-aid-ball](https://groceryaid.org.uk/events/grocery-aid-ball)



**GROCERY AID**  
**BALL**

Morrisons

# Big night out.

Supporting

**GROCERY AID**®



Thursday 16th April 2026  
**Yorkshire Event Centre, Harrogate**

Morrisons Big Night Out is an unmissable evening that brings together **1,400** Morrisons colleagues and suppliers in a more informal and relaxed setting than traditional gala dinners.

It's a brilliant opportunity to build relationships in a friendly, sociable atmosphere while showing support for two important charities: GroceryAid and Marie Curie. With a strong Morrisons presence and senior decision-makers in the room, the evening offers valuable potential for brand alignment and future business conversations. Whether you're looking to strengthen existing partnerships or make new connections, this event provides a unique way to engage with one of the UK's top retailers.

> Watch the event video



[groceryaid.org.uk/events/morrisons-big-night-out](https://groceryaid.org.uk/events/morrisons-big-night-out)

> Contact us to enquire

**Premium Table of 10**

**£15,000 + VAT**

**Standard Table of 10**

**£12,500 + VAT**

**SPONSORSHIP PACKAGES**

Welcome Bar: £12,000 + VAT

Barn Bar Sponsor: £10,000 + VAT

Market Street Activation: £8,000 + VAT

Market Street Game Sponsorship: £5,000 + VAT

Bespoke sponsorship opportunities available from £8,000 + VAT

**£921K**

raised last year



**The event is such a unique opportunity for our colleagues and our suppliers to get together to talk about our shared strategies to drive volume growth.**

Andrew Staniland  
 Group Trading Director, Morrisons







# Windermere Row



Thursday 7th May 2026

**Lake Windermere,  
The Lake District**

## Pricing

Boat of 6

**£7,500 + VAT**

Boat of 4

**£5,500 + VAT**

## Sponsorship

Major Sponsor: **£12,000 + VAT**

Activations: **£1,000 + VAT**

Other sponsorship opportunities available



Set against the stunning backdrop of Lake Windermere, The Co-op Windermere Row is the ultimate team-building challenge which provides a unique opportunity to network with The Co-op commercial team. The event brings together teams for a full day of connection and friendly competition, all in support of GroceryAid.

This event is a fantastic opportunity to build relationships in an engaging, outdoor environment. The activation village offers plenty of time for meaningful interactions, giving brands the chance to showcase products, drive awareness, and create memorable experiences with key Co-op colleagues and potential customers. Whether on the water or onshore, this is a powerful platform to connect and grow your brand's presence. Connections made throughout the day can be further strengthened at the evening networking dinner, offering a relaxed setting to continue conversations and deepen relationships.

**"It is palpable in terms of the energy from people at this event. There are lots of activations, people interact with products and the suppliers in a way that they haven't before."**

Rebecca Oliver-Mooney  
Head of Commercial, Co-op

**£265K**  
raised last year

> Watch the event video

> Contact us to enquire

[groceryaid.org.uk/events/windermere-row](https://groceryaid.org.uk/events/windermere-row)

WAITROSE  
& PARTNERS

# GARDEN PARTY

Supporting

GROCERY AID

FareShare  
fighting hunger,  
reducing food waste

Trussell  
Ending hunger together

Thursday 14th May 2026  
**Remenham Farm,  
Henley-on-Thames**

**The Waitrose & Partners Garden Party is an elegant and thoughtfully curated event, offering premium networking opportunities with Waitrose senior commercial team in a relaxed setting.**

Set in beautiful surroundings in Henley-on-Thames, the occasion brings together key industry figures for an evening of meaningful connection, conversation, and celebration. Guests are treated to a seasonal menu designed by the Waitrose & Partners innovation chefs, which is complemented by feature bars and bespoke brand activations which overlook the River Thames. Supporting GroceryAid, FareShare and Trussell Trust, this sophisticated garden party blends purpose, hospitality, and brand showcasing in an exclusive environment.

> [Watch the event video](#)

> [Contact us to enquire](#)

[groceryaid.org.uk/events/waitrose-partners-garden-party](https://groceryaid.org.uk/events/waitrose-partners-garden-party)

## Prices

Premium Table of 10: **£15,000 + VAT**

Standard Table of 10: **£12,500 + VAT**

## Sponsorship

Photo Activation: **£12,000 + VAT**

Bar Sponsorship: **£10,000 + VAT**

Outside Activation: **£5,000 + VAT**

Gift Bag Sponsorship: **£2,000 + VAT**

Bespoke sponsorships opportunities available



Amount raised  
previous year

# £670K

“

I talk a lot about proving business can be good and this event epitomises that. It's a fantastic opportunity for some of our amazing suppliers, brand and own-brand, to meet lots of our partners and the buyers and commercial teams that attend.”

Charlotte Di Cello  
CCO, Waitrose





WAITROSE  
& PARTNERS  
GARDEN  
PARTY

**BOOKER** | **GROCERY AID**

# Dragon Boat Race



Thursday 11th June 2026  
**Bisham Abbey National Sports Centre, Marlow**

## Pricing

Team of 10

**£11,000 + VAT**

Team of 5

**£5,500 + VAT**

## Sponsorship

Major Sponsor: **£15,000 + VAT**

(Includes a team of 10 and member of Booker Exec Team)

Activations: **£1,000 + VAT**

Other sponsorship opportunities available



The Booker Dragon Boat Race offers brands a fantastic opportunity to engage with Booker colleagues and industry peers in a fun, outdoor setting.

With **over 70 Booker colleagues** in attendance, and one in every boat, the event naturally encourages networking and team connection throughout the day.

Alongside the on-water competition, the lively activation village provides a prime space to showcase your brand to both participants and spectators, ideal for sampling, experiences, and product visibility. Whether you're entering a rowing team, bringing an activation, or both, you'll be helping to raise vital funds for GroceryAid, supporting grocery colleagues and their families through life's toughest moments.

**Join us for a fantastic day of friendly competition, entertainment and networking, whilst raising vital funds for such an important cause."**

Andrew Yaxley  
 CEO, Booker

**£376K**  
 raised last year

> Watch the event video

> Contact us to enquire

[groceryaid.org.uk/events/booker-dragon-boat-race](https://groceryaid.org.uk/events/booker-dragon-boat-race)

# GROCERY AID® Golf Day

Wednesday 24th June 2026

Woburn Golf Club,  
Milton Keynes

## Pricing

4 Ball

£6,000 + VAT

Individual Golfer

£1,700 + VAT

Golf Clinic

£750 + VAT

## Sponsorship

Sponsorship Package: **£2,000 + VAT**

Activations: **£1,000 + VAT**

Other sponsorship opportunities available



The GroceryAid Golf Day is a welcoming and inclusive event, bringing together industry peers and senior commercial contacts from the UK's largest retailers for a relaxed day of connection and competition.

Held on the prestigious Marquess Course at Woburn Golf Club, it's suitable for players of all levels - but you don't need to be a seasoned golfer to take part. The dedicated Golf Clinic is perfect for those new to the game, offering a fun, no-pressure way to get involved off-course. Participants still enjoy the full event atmosphere and can network with all guests during the post-round hospitality back at the clubhouse, all while raising much needed funds for GroceryAid.

**"We activated at the Golf Day for the first time this year and had amazing conversations with key decision-makers. Being able to meet commercial contacts outside of a normal meeting room setting to talk about our brand and give them products to sample was incredible."**

Olivia Colbeck  
Brand & Marketing Activator,  
Boundless

**£161K**

raised last year

> Contact us to enquire

 [groceryaid.org.uk/events/golf-day](https://groceryaid.org.uk/events/golf-day)

# GROCERY AID<sup>®</sup>

## BARCODE FESTIVAL

Thursday 2nd July 2026  
Kenwood, London

### Pricing

VIP Ticket

**£625 + VAT**

Standard Ticket

**£425 + VAT**

### Sponsorship

XL Activation: **£25,000 + VAT**

Large Activation: **£15,000 + VAT**

Medium Activation: **£10,000 + VAT**

Small Activation: **£6,000 + VAT**

Incubator: **£4,000 + VAT**

Bespoke Partnerships Available, get in touch to discuss your objectives.



Barcode Festival returns to Kenwood, London in 2026 as an unmissable summer celebration for the grocery industry. With over **6,000** attendees, including all major retailers and over **1,000** senior leaders, it's the perfect way to reward teams, host key contacts and enjoy unforgettable entertainment.

All food, drink and giveaways included in the ticket price, ensuring guests can enjoy a full day of hospitality and connection. For brands, Barcode Festival offers unrivalled opportunities to showcase products, sample to thousands of potential customers, and activate in front of a captive audience. Most importantly, Barcode Festival raises vital funds for GroceryAid, supporting grocery colleagues through tough times and surplus produce is donated to City Harvest London to provide meals to those facing poverty.

**Request the Barcode sales brochure for more info.**

**£1.4 Million**  
raised last year

**"The fact that we can bring 200 of our colleagues here to let their hair down, we don't get the chance to recognise them as much as we'd like to, so it's great to be able to walk around the event and see 200 Mondelēz colleagues having a brilliant time."**

Mark Stananought  
Senior Sales Director, Mondelēz UK

> Watch the event video

> Contact us to enquire

🌐 [barcodefestival.co.uk](https://barcodefestival.co.uk)



# GROCERY AID®

## Pedal The Borders



Wednesday 15th to  
Friday 18th July 2026

**Route to be confirmed**

### Pricing

Rider

**£2,300 incl. VAT**

### Sponsorship

Major Sponsor: **£18,000 + VAT**

Finish Line Sponsor: **£2,500 + VAT**

Water Bottle Sponsor: **£1,500 + VAT**

Lunchtime Sponsor: **£1,500 + VAT**

Refreshment Stop Sponsor: **£1,000 + VAT**

Jersey Sponsor: **£950 + VAT**

Other sponsorship opportunities available




Pedal The Borders is a standout opportunity for brands to connect with senior retail, wholesale, and convenience colleagues in a truly memorable setting.

This three-day cycling event takes riders through the breathtaking UK countryside, with multiple dedicated stops for lunch and refreshments, offering valuable time and space for brand activations and product engagement, and create valuable moments for connection, camaraderie and team bonding. With a full support crew, training rides, and a celebratory dinner, it's an extraordinary experience for riders and a brilliant platform for sponsors to showcase products in a meaningful way. All money raised from the event goes to GroceryAid, helping fund essential free and confidential support services for those working in the grocery industry.

**“Joining Pedal The Borders was a fantastic opportunity to make new connections in the industry, catch up with existing contacts, ride in some amazing scenery, while raising invaluable funds for such an important industry cause. The variety of route options helped riders of all abilities have a great time.”**

James Badger  
Group Strategy and Transformation  
Director, Wm Morrison Supermarkets

 Contact us to enquire

 [groceryaid.org.uk/events/pedal-the-borders](https://groceryaid.org.uk/events/pedal-the-borders)

**£190K**  
raised last year

**GROCERY AID**<sup>®</sup>

# London to Amsterdam



Wednesday 2nd to  
Friday 4th September 2026  
**UK and Amsterdam**

## Pricing

Rider

**£2,500 incl. VAT**

## Sponsorship

Major Sponsor: **£18,000 + VAT**

Finish Line Sponsor: **£2,500 + VAT**

Start Line Sponsor: **£1,500 + VAT**

Water Bottle Sponsor: **£1,500 + VAT**

Lunchtime Sponsor: **£1,500 + VAT**

Refreshment Stop Sponsor: **£1,000 + VAT**

Jersey Sponsor: **£950 + VAT**

Other sponsorship opportunities available




Take your brand on the road with the GroceryAid London to Amsterdam Cycle, a three-day endurance challenge offering a unique opportunity to connect with senior grocery industry professionals.


With natural pauses throughout the journey, there are meaningful moments for sponsor engagement and brand storytelling, and a celebratory dinner on the final night ideal for networking. Riders will challenge themselves as they cycle across stunning UK and European landscapes, supported by expert guides, a full crew, and inclusive hospitality. With training plans, bike hire, and sports therapy available, it's accessible and rewarding. All of this fuels a greater purpose - raising vital funds to support GroceryAid's work across the industry.

**"I love the GroceryAid cycle. The sense of accomplishment is awesome. The GroceryAid team do a great job of organising these events, so you can focus on raising money for such a fantastic cause and connecting with colleagues across the industry in an informal way!"**

James Waddy  
Category Director - Bakery, Dairy and Local,  
Tesco

**£311K**  
raised last year

 Contact us to enquire

 [groceryaid.org.uk/events/london-to-amsterdam](https://groceryaid.org.uk/events/london-to-amsterdam)

**TESCO** | **GROCERY AID**

# Clay Pigeon Shoot



Friday 18th September 2026  
**E.J. Churchill Shooting Ground,  
 Buckinghamshire**

## Pricing

Team of 4  
**£5,000 + VAT**

## Sponsorship

Activations: **£1,000 + VAT**  
 Other sponsorship opportunities available



The Tesco Clay Pigeon Shoot is a unique opportunity for brands to connect with senior Tesco and Booker colleagues and industry peers in an informal setting.

With extended time between shooting, there's plenty of opportunity for high-impact brand activations and quality conversations throughout the day. Whether guests are seasoned shots or complete beginners, the experience is inclusive, engaging, and perfect for team building. Teams work together with industry peers and Tesco colleagues to compete for the coveted Category Cup, bringing a fun competitive edge to the day. It's also a standout opportunity to host Tesco colleagues on your team to strengthen your relationship whilst raising money for GroceryAid's free and confidential financial, emotional and practical support.

**“The Tesco Clay Pigeon Shoot is always a highlight on our calendar. It's a well-organised, engaging event with plenty of opportunity to network and showcase our drinks alongside other brands in the industry. Most importantly, it's a meaningful way for us to give back and support a cause that truly makes a difference in people's lives.”**

Lee Hemmings  
 Sales Director, Belvoir Farm

> Watch the event video

> Contact us to enquire

 [groceryaid.org.uk/events/clay-pigeon-shoot](https://groceryaid.org.uk/events/clay-pigeon-shoot)

**£267K**  
 raised last year

# THE PIONEER AWARDS



Thursday 24th September 2026  
**Co-op Live, Manchester**

## Pricing

Standard Table of 10

**£14,750 + VAT**

Individual Ticket

**£1,475 + VAT**

## Sponsorship

Bar Sponsorship: **£10,000 + VAT**

Other sponsorship opportunities available



The Co-op Pioneer Awards is an exciting new addition to the GroceryAid events calendar, celebrating the individuals and teams who bring Co-op's values to life. Held at Co-op Live in Manchester, the UK's only music-first arena, the evening combines recognition, live performances, and a true sense of community.

With a three-course meal, fantastic auction prizes, and outstanding entertainment, it's an unforgettable occasion for colleagues and industry partners alike. The event offers a unique opportunity to connect with Co-op leaders and teams while supporting GroceryAid's free and confidential financial, emotional, and practical support for colleagues across the industry.

**"This event is a fantastic opportunity for us to come together and celebrate the outstanding achievements of our supply base; teams and individuals who consistently go above and beyond to support our members, customers, and communities."**

Matt Hood  
 Group Chief Commercial & Logistics Officer,  
 Co-op

Contact us to enquire

[groceryaid.org.uk/events/co-op-pioneer-awards](https://groceryaid.org.uk/events/co-op-pioneer-awards)

**£625K**  
 raised last year



# ASDA

# Tickled Pink



£1,495,763



**Thursday 15th October 2026**

**Yorkshire Event Centre, Harrogate**

The Asda Tickled Pink Gala Ball is a vibrant and meaningful evening that brings together Asda colleagues and industry partners to raise vital funds for GroceryAid, Breast Cancer Now and CoppaFeel!

With its fun, celebratory atmosphere and heartfelt cause, this event offers a powerful way to connect with Asda teams while showing your support for three incredible charities. Guests can look forward to a memorable night of entertainment, dining, and networking in support of better health and well-being across the grocery industry. Bespoke sponsorship opportunities are also available for brands looking to align with Asda's long-standing Tickled Pink campaign and to support their grocery colleagues during tough times.

**"The Tickled Pink Ball is an amazing event. It's brings colleagues and suppliers together as one team to raise an incredible amount of money for an important group of charities."**

Liz Evans  
Chief Commercial Officer, Non-Food, Asda

Amount raised previous year

**over £1.4 Million**

## Pricing

Premium Table of 10

**£15,000 + VAT**

Standard Table of 10

**£12,500 + VAT**

Standard Table of 12

**£15,000 + VAT**

## Sponsorship Packages

Sponsorship opportunities available

> Watch the event video

> Contact us to enquire

[groceryaid.org.uk/events/asda-tickled-pink-gala-ball](https://groceryaid.org.uk/events/asda-tickled-pink-gala-ball)



Friday 13th November 2026  
**JW Marriott Grosvenor House,  
 Park Lane, London**

## Pricing

Premium Table of 10  
**£15,000 + VAT**

Standard Table of 10  
**£10,000 + VAT**

## Sponsorship

Bar Sponsorship: **£10,000 + VAT**

Other sponsorship opportunities available



The GroceryAid Sporting Lunch is an unmissable daytime event that brings together over **1,200** guests, including senior commercial and trading teams, for an afternoon of networking, entertainment, and celebration.

With all major retailers in attendance, it's a standout occasion to network, host clients, and celebrate sport while raising money for GroceryAid. Held at Grosvenor House, London, the event features appearances from over 30 sporting heroes, but you don't need to be a sports fan to enjoy the day. Previous sporting heroes include Linford Christie OBE, Zara Phillips, Max Whitlock OBE and Baroness Tanni Grey-Thompson. Designed to be inclusive and welcoming, the event offers something for everyone, with bespoke sponsorship opportunities also available for brands to showcase their products and increase brand awareness with leading retailers.

**“Even as someone who isn't the world's biggest sports fan, I thoroughly enjoyed the Sporting Lunch. Hearing the personal stories and challenges of the sporting heroes made it so much more than just about the game - it was a celebration of resilience, passion and human spirit which everyone can connect with.”**

Sophie Hogg  
 Category Director - Beers, Wines & Spirits,  
 Sainsbury's

**£1 Million**  
 raised last year

> Watch the event video

> Contact us to enquire

🌐 [groceryaid.org.uk/events/sporting-lunch](https://groceryaid.org.uk/events/sporting-lunch)



# TESCO

# GLITZ BALL

Supporting

**GROCERY AID**®

Wednesday 18th November 2026  
**Battersea Evolution, London**

The Tesco Glitz Ball attracts **1,600** Tesco colleagues and commercial partners for an evening of sparkle, conversation, and opportunity.

For brands looking to strengthen relationships with Tesco's buying and trading teams, this high-profile event offers unrivalled access in a celebratory setting. It's a chance to raise your profile, host key contacts, and showcase your products to a highly engaged audience. Feature bars, table gifts, or experiential touchpoints put your brand centre stage, while guests enjoy outstanding food, entertainment, and fundraising moments in support of GroceryAid. Bespoke sponsorship packages let you tailor visibility and hospitality, ensuring you reach the right contacts and leave a lasting impression.



## Pricing

Premium Table of 10  
**£15,000 + VAT**

Standard Table of 10  
**£12,500 + VAT**

Sponsorship Packages

Photo Activation: **£12,000 + VAT**

Bar Sponsorship: **£10,000 + VAT**

Other sponsorship opportunities available



**This is a fantastic event for networking. It's great to be there celebrating with most of my team, but also with my supplier base. So I get to meet them, talk and interact with them. It's a fantastic event."**

Richard Wood

Category Director - Meat, Fish, Poultry & Eggs, Tesco

> Watch the event video

> Contact us to enquire

[groceryaid.org.uk/events/tesco-glitz-ball](https://groceryaid.org.uk/events/tesco-glitz-ball)

Amount raised previous year

# £1.6 Million

# Sainsbury's Big Bash

Supporting

GROCERY AID

COMIC RELIEF

Thursday  
3rd December 2026

Battersea Evolution, London

“Colleagues love this event. It’s a great way to celebrate our achievements, network with suppliers and just have a really good, fun evening to wrap the year up before we roll into Christmas.”

Richard Crampton

Director of fresh foods, Sainsbury's

Amount raised  
previous year

**£1.6M**

Join **1,500** guests, including Sainsbury's commercial and buying teams and suppliers, for an unforgettable evening at Sainsbury's Big Bash.

With a lively atmosphere and an emphasis on celebration, it's the perfect setting to network across the trade and showcase your brand to a highly influential audience. Guests will enjoy a delicious menu curated by Sainsbury's innovation chefs, alongside exciting fundraising moments in support of GroceryAid and Comic Relief.

## Pricing

Premium Table of 10  
**£15,000 + VAT**


Standard Table of 10  
**£12,500 + VAT**


## Sponsorship

Photo Activation  
**£12,000 + VAT**

Bar Sponsorship  
**£10,000 + VAT**

Other sponsorship opportunities available

 Watch the event video

 Contact us to enquire

 [groceryaid.org.uk/events/sainsburys-big-bash](https://groceryaid.org.uk/events/sainsburys-big-bash)





• Sainsbury's  
**Big Bash**



# 10 key benefits to joining the D&I in Grocery Programme and driving business success.

- 1 Cost-effective support** to help your business achieve its D&I objectives – while also contributing to GroceryAid.
- 2 Track your progress** using the D&I in Grocery Maturity Model and benchmark against industry standards.
- 3 Tailored acceleration plans and leadership sessions** to build momentum and drive progress within your organisation.
- 4 Connect with over 100 Partner organisations** to accelerate your D&I journey through shared learning and collaboration.
- 5 Gain strategic insights** from the shared experiences of individuals and organisations to transform your business approach.
- 6 Company-wide access** to resources and a network of over 4,000 allies via The Partner HUB.
- 7 Develop future leaders** through cross-company Mentoring Programme, providing coaching and professional development.
- 8 Receive bespoke one-to-one check-ins** to guide and support your D&I journey.
- 9 Influence industry-wide change** by participating in the Steering Group and shaping collective action.
- 10 Increase brand visibility** across the Programme and through D&I in Grocery LIVE! event materials.



# 12 Month Programme (January to December) to support your D&I business objectives



## Track progress and benchmark against the industry

## Collaborative learning and development with the industry across 3 workstreams

### D&I in Grocery Maturity Model and acceleration plan services



- **Scores your organisation** out of 10 across 10 D&I categories.
- **Completion window for 2026:** 12th - 23rd January.
- **Instant feedback** – receive your confidential score and a personalised report upon completion.
- **Quick and easy to complete** – no supporting evidence required.
- **Benchmarking** – compare your results with industry scores shared at the Partner Kick-Off in February.
- **Tailored support\*** – opportunity to access a bespoke acceleration plan and leadership sessions to build momentum and drive progress.

\*Additional fee applies.

Please note, the only data published is the overall industry score.

### Shared Learning Join over 3,500 allies



- **Provides instant connection to Partners** to drive change
- **9 Inclusion Labs** featuring expert panels, external best practice, and networking opportunities.
- **Cross-industry ERG (Employee Resource Group) Forums** to share experiences and build inclusive communities.
- **Company-wide access to The Partner HUB** – a central resource to upskill at any time, including:
  - Maturity Model Learning Library
  - Policy Library
  - Case Studies and Toolkits
  - Stories to Inspire Podcast Series
  - Annual D&I Calendar
  - On-demand content from past Learning Labs, D&I in Grocery LIVE! plenaries and Live Labs

### Mentoring co-hort 400+ leaders of today and tomorrow



- **Promotes equity** by supporting underrepresented communities.
- **9-month cross-industry programme** designed to foster growth and inclusion.
- **Tailored to align** with your organisation's D&I and talent strategy.
- **Develop future leaders** through cross-company coaching and development.
- **Enhance cultural awareness** by enabling business leaders to learn from lived experiences.
- **Networking sessions for mentees** to strengthen communication and relationship-building skills.

### D&I in Grocery LIVE! the largest D&I event of the industry



- **D&I in Grocery LIVE! 2026:** 9th October, London
- **Brings together up to 1,600 colleagues** from Partner and Non-Partner organisations.
- **Unique agenda** offering a personalised experience for every attendee.
- **Relevant for all organisations**, regardless of where they are on their D&I journey.
- **Actionable takeaways** to support real change within your business.
- **Virtual ticket option available** to ensure accessibility for all.

# Partner Packages



	Headline Partnership £21,750 + VAT	Major Partnership £16,400 + VAT	SME Partnership £2,575 + VAT
D&I in Grocery Maturity Model completion	✓	✓	✓
Direct connection service	✓	✓	✓
Company-wide access to The Partner HUB	✓	✓	✓
Access to 9 monthly Learning Webinars	✓	✓	✓
Access to ERG Networking Events	✓	✓	✓
Bespoke 121 check-ins	✓	✓	✓
Opportunity to sit on a Workstream Steering Group	✓	✓	✓
Brand Exposure	✓	✓	✓
Tickets to D&I in Grocery LIVE!	20 Face-to-Face & 5 Virtual Tickets	10 Face-to-Face Tickets	2 Face-to-Face Tickets
Opportunity to apply to present at D&I in Grocery LIVE!	✓	✓	
Access to our cross-company Mentoring Programme	4 Mentees, 4 Mentors	3 Mentees, 3 Mentors	
A seat on Strategy Steering Group	✓		
A slot to collaborate on a Learning Lab	✓		

## Boost your package:

D&I in Grocery LIVE! Face-to-Face Tickets: **£425 + VAT**

D&I in Grocery LIVE! Virtual Tickets: **£185 + VAT**

Additional Mentoring Pairs: **£700 + VAT**

## Maturity Model Acceleration Plan (MMAP):

Talk to us about access to cost-effective support, including, deep dives and benchmarking your Maturity Model scores against similar businesses, tailored acceleration plans to help you move forward with impact and leadership sessions designed to drive meaningful change.

# Our Partners across the D&I in Grocery Programme, created for the industry, by the industry



## Headline Partners



## Major Partners



## SME Partners






**9th October 2026**  
InterContinental London, The O2

**D&I in Grocery LIVE! unites the industry, at the largest D&I event in the grocery sector, to accelerate a truly diverse and inclusive industry. The event brings together up over 1,300 colleagues across Partner and Non-Partner organisations.**

Benefits include:

- Unique agenda providing a personalised experience
- Learn and develop personally and professionally
- Suitable for businesses at any stage of their D&I journey
- Tangible takeaways to aid action
- Virtual ticket option available

**Join us for a day like no other.**

 Watch the event video

 Contact us to enquire

 [diversityingrocery.co.uk](https://diversityingrocery.co.uk)

 [hello@diversityingrocery.co.uk](mailto:hello@diversityingrocery.co.uk)



**Tickets**  
**£425 + VAT**  
**Virtual**  
**£185 + VAT**

**“D&I in Grocery LIVE! has made a fundamental difference to our business strategy and making us a more inclusive business that our employees are proud to work for.”**

Jola Brooking, People & Culture Director GB&I, Suntory Beverage & Food GB&I



**D&I**  
IN GROCERY  
LIVE!



To book your place in the room, or to discuss  
sponsorship opportunities, please email  
[\*\*events@groceryaid.org.uk\*\*](mailto:events@groceryaid.org.uk)

