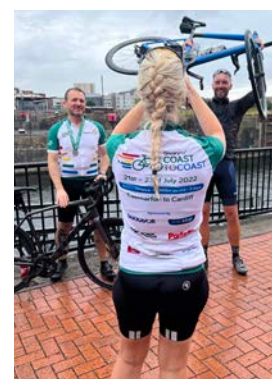


# 2024 Events

## GET INVOLVED





# We are delighted to bring you the GroceryAid 2024 events calendar.



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

In 2022/23 we raised, **£11.9million** from our events, which, with the addition of Asda and Morrisons, is set to grow to over **£14million** in 2023/24 and over **£15million** in 2024/25. The overwhelming success of Sainsbury's Big Bash saw us hit the **£1million** fundraising amount from a single event for the first time. It was our sixth 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 means our services can remain completely free and confidential to employers and employees from the moment colleagues start work. They are also accessible **24 hours a day, 365 days a year.**

More colleagues than ever are reaching out for support. In 2022/23 we experienced a **44% increase** in the number of incidents of support and **34,958** incidents of emotional and practical help alone. We delivered **1,282 Relate counselling sessions** and saw a **14% increase in referrals** to Law Express. Meeting this increased demand is made possible because we continue to raise more money.

This year, as well as our stable of established events such as The Sporting Lunch, Barcode Festival and The GroceryAid Ball, we have introduced two new events to the calendar. Our partnership with The Asda Tickled Pink Ball will create a ring-fenced fund in 2024 for helping grocery colleagues dealing with a breast cancer diagnosis. Plus, GroceryAid is launching the Morrisons Big Night Out which will create a fantastic opportunity for suppliers to meet with key commercial contacts.

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)

# 2024 Events Calendar

7th March

**GROCERYAID BALL**



FIND OUT MORE >

18th April

**MORRISONS BIG NIGHT OUT**



FIND OUT MORE >

2nd May


**WINDERMERE ROW**



FIND OUT MORE >

16th May

**WAITROSE & PARTNERS GARDEN PARTY**



FIND OUT MORE >

6th June


**BOOKER DRAGON BOAT RACE**



FIND OUT MORE >

26th June


**GROCERYAID GOLF DAY**



FIND OUT MORE >

4th July

**BARCODE FESTIVAL**



FIND OUT MORE >

18th July


**COAST TO COAST CYCLE**



FIND OUT MORE >

5th September

**CHECKOUT SCOTLAND**



FIND OUT MORE >

5th September

**LONDON TO BRUSSELS CYCLE**



FIND OUT MORE >

20th September


**CLAY PIGEON SHOOT**



FIND OUT MORE >

4th October

**D&I IN GROCERY LIVE!**



FIND OUT MORE >

17th October

**ASDA TICKLED PINK GALA BALL**



FIND OUT MORE >

1st November

**SPORTING LUNCH**



FIND OUT MORE >

5th December

**SAINSBURY'S BIG BASH**



FIND OUT MORE >

January - December

**D&I IN GROCERY PROGRAMME**



FIND OUT MORE >



# GroceryAid ball.

**Thursday 7th March 2024**

**JW Marriott Grosvenor House,  
86-90 Park Lane, Mayfair  
London**

## **COSTS**

**£8,500 + VAT per Standard  
Table of 10**

**WATCH THE PROMO VIDEO**



## **SPONSOR TABLES**

**Premium Table      £15,000 + VAT**

**Prime Table      £10,000 + VAT**

Other sponsorship opportunities available

**CONTACT US TO ENQUIRE**



**The GroceryAid Ball is the first event in our annual calendar and is enjoyed by more than 1,200 colleagues from over 170 companies, most of whom are Director level and above.**

The relaxed atmosphere makes it ideal for strengthening existing industry relationships and making new connections. Sponsors can showcase their products to senior commercial contacts and raise their profile within the industry. This black tie evening has a celebrity host and A-list live entertainment at one of London's most iconic venues. Our popular silent auction is a key feature of the evening adding thousands to our total fundraising amount.



## **CONTACT**

**events@groceryaid.org.uk**



## **WEBSITE**

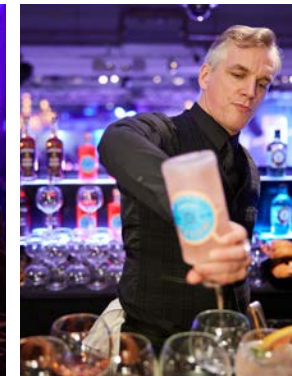
**groceryaid.org.uk/events/grocery-aid-ball**



This event is one of the highlights of the year. It is a great opportunity to network, plus see friends and colleagues."

**Kris Comerford**

CHIEF COMMERCIAL OFFICER  
ASDA



**AMOUNT RAISED PREVIOUS YEAR**

**£810k**



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

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

**SPONSORSHIP PACKAGES**

**Bar and activation sponsorships available**

CONTACT US TO ENQUIRE >

**Thursday 18th April 2024**

**Yorkshire Event Centre,  
Harrogate, HG2 8NZ**

**Morrisons Big Night Out is an exciting  
addition to the GroceryAid annual calendar.  
Profits from the event will be shared with  
Together for Short lives.**

The evening will bring 1,200 guests together to relax, network and celebrate all things Morrisons while enjoying a programme of live music, entertainment and a three-course meal. Suppliers will benefit from a captivated audience of senior commercial contacts who can experience their brands, as well as the opportunity to invite and host their key Morrisons contacts to forge vital business connections.



**CONTACT**

[events@groceryaid.org.uk](mailto:events@groceryaid.org.uk)



**WEBSITE**

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



Morrisons Big Night Out is a brand new event in support of our charity partners Together for Short Lives and GroceryAid. This won't be your usual gala dinner, the night will be a celebration of all things Morrisons and our suppliers showcasing food and drink while enjoying a fun evening of networking and entertainment and raising vital funds for such important causes."

**David Potts**

CEO  
MORRISONS

**FUNDRAISING TARGET**

**£700k**



**Thursday 2nd May 2024**

## Lake Windermere & Low Wood Bay Resort

### COSTS

**£4,500 + VAT per boat of 4, including 4 evening tickets**

(option to have a Co-op colleague in your boat)

**WATCH THE PROMO VIDEO**



### SPONSORSHIP PACKAGES

**Major Sponsor £12,000 + VAT**

Option to have a Co-op colleague in your boat

**Activations £750 + VAT**

Bespoke sponsorship opportunities are available

**CONTACT US TO ENQUIRE**



**This unique team challenge is returning in 2024 with a record-breaking target of 50 teams taking to the waters to enjoy a friendly challenge of rowing 10 miles around the lake.**

The event is a brilliant way to network with Co-op's commercial team and build industry relationships for participants. Sponsors also benefit from showcasing their product to more than 240 industry colleagues and 50+ Co-op colleagues in our activation village. At the end of the day, everyone is invited to enjoy an evening celebration event at the Low Wood Bay resort.



### CONTACT

[events@groceryaid.org.uk](mailto:events@groceryaid.org.uk)



### WEBSITE

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



We are delighted to be the partners for this event, helping GroceryAid raise valuable funds to support colleagues across the industry. The event is also a unique opportunity for our commercial teams to spend quality time with and strengthen supplier relationships in a relaxed environment."

### Sinead Bell

DIRECTOR OF TRADING FRESH & CHILLED,  
THE CO-OPERATIVE



**AMOUNT RAISED PREVIOUS YEAR**

**£170k**



# WAITROSE & PARTNERS

## Waitrose & Partners Garden Party

Thursday 16th May 2024, 6pm - 1am  
Dorney Court, Berkshire



The Waitrose & Partners Garden Party is a wonderful way to mark the start of summer.

Welcoming more than 1,200 guests including suppliers and Waitrose & Partners' colleagues to Dorney Court. This occasion is an excellent event for creating connections, networking and showcasing brands through bars and bespoke activation opportunities. The core values of Waitrose are weaved throughout the event from food to theming and entertainment. Guests enjoy a memorable evening of headline music acts, celebrity entertainment and a menu crafted by Waitrose & Partners innovation chefs.

[WATCH THE EVENT VIDEO](#)



OTHER SPONSORSHIP OPPORTUNITIES AVAILABLE, CONTACT US TO EN-

### CONTACT

[waitrose@groceryaid.org.uk](mailto:waitrose@groceryaid.org.uk)

### WEBSITE

[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 12: £13,200 + VAT

Standard Table of 10: £11,000 + VAT

Individual Tickets: £1,100 + VAT

### SPONSORSHIP

Bar Sponsor: £12,000 + VAT

Photo Activation: £12,000 + VAT

Outside Activation: £3,000 + VAT

Gift Bag Sponsor: £2,000 + VAT



AMOUNT RAISED  
PREVIOUS YEAR

OVER  
**£500k**



When you arrive, you are absolutely transported into a world of Waitrose, from the food, drinks and the interaction with people - it's brilliant."

**Sarah Green**

HEAD OF COMMERCIAL,  
BAKKA VOR





**Thursday 6th June 2024**

**Bisham Abbey, Marlow Road,  
Bisham, Marlow, SL7 1RR**

#### **COSTS**

**Team of 5 - £5,000 + VAT  
(shared boat)**

**Boat of 10 - £10,000 + VAT**

**(All teams will include the option to  
have a Booker rower)**

#### **SPONSORSHIP PACKAGES**

**Major Sponsor      £12,000 + VAT**  
Includes team of 5 and member of Booker exec team  
**Activation            £750 + VAT**

**CONTACT US TO ENQUIRE**



**The Booker Dragon Boat Race is an exciting new addition to the GroceryAid 2024 fundraising calendar, and the charity's first partnership event with the wholesaler.**

The event will bring together over 40 teams, racing to be crowned Dragon Boat champions as they row to the beat of the drum. Dragon Boat racing is one of the most exciting and inclusive water sports in the UK today, with Chinese origins dating back over 2,000 years.

This event will be situated on the River Thames with the stunning backdrop of Bisham Abbey. Teams will enjoy a day of exciting but friendly competition, and networking with industry colleagues. The event village will host sponsor activations and entertainment, followed by a BBQ and prize giving after the racing.

Each boat takes 10 people and can either be purchased as two teams of five or one team of 10. Participants can also host a Booker colleague in their boat for the day.



#### **CONTACT**

**events@groceryaid.org.uk**



#### **WEBSITE**

**groceryaid.org.uk/events/booker-dragon-boat-race**



The Booker Dragon Boat Race is a brand-new event in support of our charity partners GroceryAid. Join us for a fantastic day of friendly competition, entertainment and networking. Whilst raising vital funds for such important causes."

**Andrew Yaxley**

CEO BOOKER







**Wednesday 26th June 2024**

**Woburn Golf Club,  
Milton Keynes**

**PRICES**

**£5,000 + VAT per 4 Ball**

**£1,500 + VAT per  
individual golfer**

**£500 + VAT per Intro to  
Golf Experience**

**SPONSORSHIP PACKAGES**

Activation	<b>£750 + VAT</b>
Welcome Bag Sponsor	<b>£2,000 + VAT</b>
Putting Green, Driving Range and Golfer Lesson Area Sponsorship	<b>£3,000 + VAT</b>

**CONTACT US TO ENQUIRE**



**Returning to the stunning surroundings of the prestigious Marquee Course at Woburn Golf Club, this event is enjoyed by colleagues looking for a relaxing way to build industry connections.**

Golfers include senior commercial contacts from retailers and manufacturers. This event has resulted in new business for some of our sponsors as they benefit from interacting with potential customers outside the boardroom.

New for 2024 is our Intro to Golf Experience, a two hour lesson in a small group with a professional golfer. Created for those who have never tried golf before, or are just getting started. We encourage colleagues of all golfing abilities to attend the GroceryAid Golf Day to enjoy our unique networking event.



**CONTACT**

[\*\*events@groceryaid.org.uk\*\*](mailto:events@groceryaid.org.uk)



**WEBSITE**

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



The GroceryAid Golf Day is a brilliant event to raise money for a fantastic charity that supports colleagues across the grocery industry. It's a superb way to meet with suppliers and network with like-minded people. The event is one I look forward to each year, and I highly recommend you join the 2024 event."

**Andrew Yaxley**

CEO  
BOOKER

**AMOUNT RAISED  
PREVIOUS YEAR**

**£115k**





THURSDAY 4TH JULY 2024

MAGAZINE LONDON

Standard Ticket £395 + VAT

VIP Ticket £550 + VAT

#### SPONSORSHIP PACKAGES

XL Activation  
£25,000 + VAT

Incubator  
£4,000 + VAT

Large Activation  
£15,000 + VAT

Demo Kitchen  
£6,000 + VAT  
**SOLD OUT**

Medium Activation  
£10,000 + VAT

Bandstand  
£1,000 + VAT  
**SOLD OUT**

Small Activation  
£6,000 + VAT



Barcode Festival brings together thousands of colleagues and 300 FMCG businesses for an incredible day packed with headline music, outstanding entertainment, exciting brand activations and free food and drink provided by the industry's best-known brands and exciting trailblazers.

The quality of this event means colleagues experience a real music festival with the added bonus of being surrounded by industry friends and brands.

Supporters use the event to reward and recognise colleagues, build stronger teams, meet with industry colleagues, make new business connections and see the latest product launches in the industry.

Our wide variety of sponsorship packages also make this event accessible for all organisations. Every brand, from breakthrough to household favourites, can showcase their products and services to 1000s of potential customers.

#### CONTACT

[events@groceryaid.org.uk](mailto:events@groceryaid.org.uk)

#### WEBSITE

[barcodefestival.co.uk](http://barcodefestival.co.uk)

AMOUNT RAISED  
PREVIOUS YEAR

£1 MILLION

Why wouldn't you sponsor Barcode?! It's completely different to anything else we do within the Grocery Industry and is a really great event to connect with your customers whilst showcasing your brand. As a leading brand it's a good opportunity for CCEP to see what else is out there within the industry, particularly smaller suppliers coming through.

**Elizabeth Ruddiman**  
Associate Director  
CCEP

WATCH PROMO







**Thursday 18th to  
Saturday 20th July 2024**

**Whitehaven to Whitby**

#### PRICES

**£2,100 including VAT per rider**

Single room occupancy £330 per person

\*limited availability

#### SPONSORSHIP PACKAGES

Major Sponsorship	£18,000 + VAT
Jersey Sponsorship	£950 + VAT
Refreshment Stop Sponsor	£950 + VAT
Lunchtime Sponsor	£1,500 + VAT
Drinks Reception Package	£3,000 + VAT
Finish Sponsor	£2,500 + VAT
Water Bottle Sponsor	£1,500 + VAT

**CONTACT US TO ENQUIRE**



**The GroceryAid Coast to Coast is a three-day cycle challenge that guides 80 riders through some of the most scenic views that England has to offer.**

Cyclists are split into teams and enjoy the camaraderie of completing the challenge together, creating the perfect opportunity for meeting new industry colleagues.

All food, drink, accommodation and transfers are included in the price.

Please note the cycle challenge itself is three days, with travel either side of the event - Wednesday 17th and Sunday 21st July.



#### CONTACT

[events@groceryaid.org.uk](mailto:events@groceryaid.org.uk)



#### WEBSITE

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



The Coast to Coast ride was a real challenge, but I had some great people around me and a sense of achievement at the end. I am so happy that I got the chance to partake and support a charity that makes a massive difference to people's lives in our sector. The help and support by the organisers were second to none."

**Dawood Pervez**

MANAGING DIRECTOR  
BESTWAY WHOLESALE

**AMOUNT RAISED  
PREVIOUS YEAR**

**£201k**



# GLASGOW

# CHECKOUT SCOTLAND

In support of GroceryAid®

## THURSDAY 5TH SEPTEMBER 2024

**GroceryAid Scotland's biggest industry music event, bringing colleagues together to share incredible food, drink and entertainment.**

The event brings together Scottish businesses and people including independent retailers, wholesalers, Scottish brands and national supporters.

Whether you would like to reward your team for their hard work, showcase your brand and product or simply support the charity that supports the Scottish grocery industry, we would love to see you there. The sponsorship options are perfect for Scottish brands and suppliers who want to engage with the Scottish trade.

**//** "It has been truly phenomenal to be involved with Checkout Scotland from day one and see it go from strength to strength. The Scottish industry is a great place to work and this is the perfect event to bring us all together, spending some time with our customers and colleagues enjoying live music and just having a bit of a blether. But above all, raising both awareness and funds to provide support for those in our industry who need a helping hand"

**Jonathan Kemp**  
Commercial Director, AG Barr

### SPONSORSHIP PACKAGES

<b>Bespoke:</b>	<b>£15,000</b> + VAT	<b>Silver:</b>	<b>£5,000</b> + VAT
<b>Platinum:</b>	<b>£10,000</b> + VAT	<b>Bronze:</b>	<b>£3,000</b> + VAT
<b>Gold:</b>	<b>£7,500</b> + VAT		

**TICKET PRICE: £95 + VAT**



### CONTACT

[events@groceryaid.org.uk](mailto:events@groceryaid.org.uk)



### WEBSITE

[groceryaid.org.uk/events/checkout-scotland](https://groceryaid.org.uk/events/checkout-scotland)



AMOUNT RAISED  
PREVIOUS YEAR

OVER **£50K**





**Thursday 5th to  
Saturday 7th September**

## London to Brussels

### PRICES

**£2,350 including VAT per rider**

Single room occupancy £330 per person

\*limited availability

### SPONSORSHIP PACKAGES

Major Sponsorship	£18,000 + VAT
Jersey Sponsorship	£950 + VAT
Refreshment Stop Sponsor	£950 + VAT
Lunchtime Sponsor	£1,500 + VAT
Drinks Reception Package	£3,000 + VAT
Finish Sponsor	£2,500 + VAT
Water Bottle Sponsor	£1,500 + VAT

**CONTACT US TO ENQUIRE**



**Join 150 cyclists and ride the GroceryAid  
London to Brussels cycle challenge for a truly  
inspirational experience.**

Take part in this three-day cycle challenge, travelling from London to Brussels, one of Europe's best-preserved medieval cities and the home of cycling. Enjoy fabulous canal paths, cycle lanes and cobblestone streets whilst building industry relationships and raising money for a great cause.

All food, drink, accommodation and transfers are included in the price.

Please note the cycle challenge itself is three days, with travel on Sunday 8th September.



### CONTACT

[events@groceryaid.org.uk](mailto:events@groceryaid.org.uk)



### WEBSITE

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



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

### James Waddy

CATEGORY DIRECTOR – BAKERY, DAIRY AND LOCAL,  
TESCO PLC & LONDON TO PARIS COMMITTEE CHAIR

AMOUNT RAISED  
PREVIOUS YEAR

**£230k**





**Friday 20th September 2024**

**E.J. Churchill Group  
Shooting Ground, Park  
Lane, Lane End,  
High Wycombe**

**COSTS**

**£4,500 + VAT per team of 4**

**SPONSORSHIP PACKAGES**

**Activation £750 + VAT**

Other sponsorship opportunities available

**CONTACT US TO ENQUIRE**



**The Clay Pigeon Shoot is a great team-building event suitable for anyone who wants to try their hand at this inclusive sport while spending time with senior Tesco commercial colleagues.**

Hosted at the world class E.J. Churchill shooting ground in Buckinghamshire, every team benefits from the expert guidance of an experienced instructor so that everyone can enjoy a day of friendly competition and camaraderie. As colleagues strengthen industry connections and make new ones, there is a broad range of brand activations around the course providing a unique environment for our shooters and sponsors to explore new business opportunities. The day ends with a BBQ lunch and prize giving.



**CONTACT**

[events@groceryaid.org.uk](mailto:events@groceryaid.org.uk)



**WEBSITE**

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



I am fortunate enough to have been involved in the GroceryAid Clay Pigeon shoot for many years, with it now having grown to be a valuable fundraising event on the calendar. Whether you're a keen shot or an absolute novice, this is a fun, inclusive event which provides the opportunity to connect with industry colleagues in a relaxed setting."

**Peter Bexton**

CATEGORY DIRECTOR – PREPARED FOODS  
TESCO



**FUNDRAISING TARGET**

**£190k**



# ASDA Tickled Pink



**Thursday 17th October 2024**

**Yorkshire Event Centre,  
Harrogate, UK**

The Tickled Pink Gala Ball is a highlight on the Asda calendar, selling out every year and raising money for their valued charity partners which includes GroceryAid, Breast Cancer Now and CoppaFeel!

*The event provides a valuable opportunity to strengthen important relationships with key Asda contacts in an informal environment, while enjoying an outstanding menu and memorable live entertainment.*

*The Tickled Pink Ball is a long-standing, widely anticipated event in the calendar, bringing together valued Asda and George suppliers for a wonderful evening of food, entertainment and fundraising for Breast Cancer Now, CoppaFeel! and GroceryAid."*

**Mohsin Issa - Co-Owner  
Asda**

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

Premium Table of 10 inc 2 Asda colleagues\* - £15,000 + VAT

- Networking drinks reception
- Enhanced table drinks package
- Prime table location
- Company logo used in event marketing
- Company branding displayed on event screen

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

Table of 10 inc 2 Asda colleagues\* - £12,500 + VAT

- Networking drinks reception
- Table drinks package

## **Standard Table of 12    £15,000 + VAT**

Table of 12 inc 2 Asda colleagues\* - £15,000 + VAT

- Networking drinks reception
- Table drinks package

## **SME Ticket**

**£1,250 + VAT**

Please enquire

## **SPONSORSHIP PACKAGES**

Sponsorship opportunities available

**CONTACT US TO ENQUIRE**



## **CONTACT**

asdatickledpinkball@groceryaid.org.uk

## **WEBSITE**

groceryaid.org.uk/events/asda-tickled-pink-gala-ball





**Friday 1st November 2024**

**JW Marriott Grosvenor House  
Park Lane, London, UK**

#### **COSTS**

**£12,000 + VAT Standard Table of 12**

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

**£1,000 + VAT per ticket**

#### **SPONSOR TABLES**

**Premium Table of 10 £15,000 + VAT**

**CONTACT US TO ENQUIRE**



**The Sporting Lunch sees more than 1,200 guests, including senior commercial and trading teams from all areas of the industry, gather to support GroceryAid and raise over £750,000 for colleagues in need.**

Natalie Pinkham hosts the afternoon of entertainment which includes appearances and discussions with over 30 of the UK's biggest sporting heroes, both past and present.

Previously hosted sporting heroes include Roy Hodgson CBE, Lauren Steadman MBE, Zara Phillips, Mike Tindall and Rebecca Addlington.

Sporting Lunch is GroceryAid's longest running event and is one of the most popular events in the calendar. Renowned for its incredible networking opportunities, fantastic entertainment and three-course lunch, tickets to this iconic event sell out quickly.



#### **CONTACT**

**events@groceryaid.org.uk**



#### **WEBSITE**

**groceryaid.org.uk/events/sporting-lunch**

**WATCH THE VIDEO**



As an industry, we come together at this event to celebrate and forge connections, plus extend our support to GroceryAid, an organisation dedicated to helping countless individuals within our magnificent and vital field. Each year, this event is fortunate to be supported by extraordinary sporting heroes."

**Alpesh Mistry**

**SALES DIRECTOR  
SUNTORY**

**AMOUNT RAISED  
PREVIOUS YEAR**

**£750k**





Sainsbury's

# Big Bash

Thursday 5th  
December 2024

Battersea Evolution

"A fantastic event which sees so many of our suppliers and colleagues coming together to support two great charities."

**Simon Roberts**

CHIEF EXECUTIVE OFFICER,  
SAINSBURY'S GROUP

AMOUNT RAISED  
PREVIOUS YEAR

**£1million**

Sainsbury's Big Bash welcomes more than 1,400 guests, including suppliers and Sainsbury's colleagues, to Battersea Evolution for a memorable evening of festive fun.

Sainsbury's innovation chefs treat guests to a bespoke menu, while celebrity entertainment creates the party atmosphere. Guests enjoy exciting brand activations throughout the evening and the chance to connect with industry colleagues. Profits from the event are donated to GroceryAid and Comic Relief.

## PRICES

Standard Table of 10  
**£12,000 + VAT**

## SPONSORSHIP

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

Bar Sponsorship  
**£10,000 + VAT**

Other sponsorship opportunities available

CONTACT US TO ENQUIRE > >

## CONTACT

[sainsburys@groceryaid.org.uk](mailto:sainsburys@groceryaid.org.uk)

## WEBSITE

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



## Programme Overview

**D&I in Grocery exists to accelerate a truly diverse and inclusive grocery industry.**

This programme is suitable for everyone, whether they are a dedicated Diversity and Inclusion (D&I) practitioner or an ally wanting to drive change. The programme is delivered and facilitated by GroceryAid, with the support of the Strategy Steering Group and three workstream steering groups that ensure it is meeting both the current and future needs of partners. It is a programme truly created for the industry by the industry.

**Becoming a Partner provides individuals and organisations with exclusive benefits, which include:**

- Personalised connection service that creates unique opportunities to collaborate with 90+ Partners by sharing, learning and driving change
- Learn through experiences of individuals and organisations to transform business strategy and agendas
- Company-wide access to The Partner HUB at anytime from anywhere to access resources
- Access the new Partner Maturity Model to measure progress, plus accelerate action and impact
- Bespoke 121 check-ins throughout the year to support on the D&I journey
- Opportunity to influence action by sitting on a steering group
- Brand exposure across the programme and event collateral

New for 2024 is the Partner Maturity Model which demonstrates the collective progression of the programme and its partners to accelerate a truly diverse and inclusive grocery industry, uniquely across retailers and suppliers. This new model enables individual Partner organisations to track tangible progress and understand how to accelerate their D&I journey to the next level.

## Partnership Package Costs & Benefits

**Headline Partnership: £20,000 + VAT**

- Guaranteed opportunity to lead a Learning Lab
- Submission of up to four mentees and four mentors
- A place on the D&I Grocery LIVE! agenda
- 20 tickets to D&I in Grocery LIVE! in London and 5 virtual tickets allocated

**Major Partnership: £15,000 + VAT**

- Opportunity to collaborate on a Learning Lab with a Headline Partner
- Submission of up to three mentees and three mentors
- A place on the D&I Grocery LIVE! agenda
- 10 tickets to D&I in Grocery LIVE! in London

**SME Partnership: £2,500 + VAT**

- Opportunity to collaborate on a Learning Lab with a Headline Partner
- 2 tickets to D&I in Grocery LIVE! in London





Across a ready-made 12-month programme, partners engage through our three main workstreams: Mentoring, Shared Learning and, the unmissable annual event, D&I in Grocery LIVE!



#### CONTACT

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



#### WEBSITE

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

## Mentoring

Our cross-company mentoring programme welcomes over 400 leaders of today and tomorrow on a 12 month journey which provides equity and opportunity to historically underrepresented communities.

#### Benefits include:

- Provide leaders of tomorrow with cross-company coaching and development
- Provide business leaders with the opportunity to broaden their cultural understanding and learn from lived experiences
- Networking sessions for all mentees
- Opportunity to purchase additional Mentoring pairs at £750 + VAT
- Programme can be tailored to work alongside an organisation's D&I and talent strategy

## Shared Learning

Collaboration is the strength behind our Shared Learning work stream, connecting 90+ Partners through a collaborative learning programme that helps accelerate an organisation's D&I journey.

#### Benefits include:

- Company-wide access to monthly live Learning Labs
- Shared resources from Partners, such as policies and toolkits
- Cross company ERG (Employee Resource Group) forums
- Stories to Inspire Podcast series, providing partners with the opportunity to learn through lived experiences
- Access to an annual D&I Calendar

## The Partner HUB

All Partners have company-wide access to The Partner HUB, which can be accessed from laptops, PCs and mobile devices, providing access to networking and Shared Learning resources.

#### Benefits include:

- Watch Learning Labs live or on demand
- Listen to the Stories to Inspire Podcast series
- Connect with over 1,500+ like-minded colleagues
- Share D&I information and resources with the community
- Discover more about topics of interest



**Intercontinental  
O2, London**

**Friday 4th  
October 2024**

**D&I in Grocery LIVE! unites the industry, at the largest D&I event in the grocery sector, to be collectively inspired and learn how to deliver measurable impact.**

The event is attended by more than 1,600 colleagues across Partner and Non-Partner organisations, including Leaders, D&I Practitioners, Allies and Change Makers, who are all passionate about driving change within the grocery industry.

**Other benefits include:**

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

**Watch the video** 

Amount raised  
previous year

**£850k**

**TICKETS**

Face to Face	<b>£395 + VAT</b>
Virtual	<b>£175 + VAT</b>



**CONTACT**

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**DIVERSITY  
& INCLUSION  
IN GROCERY**

**LIVE!**



**The future of diversity and inclusion within the grocery industry is completely within our control."**

**Caroline Cater**

Vice President, People and Culture,  
Coca-Cola European Partners



## HEADLINE PARTNERS



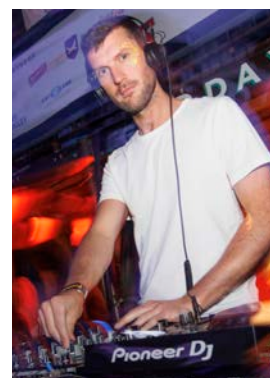
## MAJOR PARTNERS



## SME PARTNERS







GroceryAid® 