2027
Get involved!

GROCERY AID®

Proudly supporting our grocery workers

Events



Events

We are delighted to bring you the GroceryAid 2027 Events Calendar.

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

In 2025/26, with your help, GroceryAid raised **£11 million** through our events program, and welcomed **more than 18,000 colleagues** across the grocery industry, **a 20% increase year on year.**

GroceryAid events remain some of the most important events in the Grocery industry calendar, facilitating quality networking and connections for greater business impact, at the same time giving back to the industry we love so much. Every ticket, table, sponsorship and activation helps us support more grocery workers going through tough times

But GroceryAid events deliver much more than vital fundraising. They create opportunities to bring the industry together to build relationships, meet key commercial contacts, showcase brands and products, create new business opportunities and reward your teams, delivering long term return for your business for the investment made.

We are pleased to launch our exciting 2027 events program, which brings a mix of our much-loved classics, but also with some innovation and refreshed formats. We are excited to welcome you back again, and introduce some new businesses and faces to the mix through the program.

Last year, **we helped 19,200 grocery workers, paid 8,395 financial grants** and **supported 4,210 people through our Helpline,** delivering more than **11,000 Helpline support sessions** through the vital funds raised through our events. Next year we hope to increase this to 27,000 workers helped, with your support.

We hope you'll be part of what 2027 program, need your support now more than ever as our grocery workers face even more challenging times. We hope you will join us at as many of the events as you can.

For event enquiries, email **sales@groceryaid.org.uk.** Follow GroceryAid on LinkedIn for event updates, or sign up to our newsletter for the latest on our support services.

GROCERY AID®

Book Now

Secure your place at our unmissable events. To book your place, or to discuss sponsorship opportunities, please email **sales@groceryaid.org.uk**


Waitrose Garden Party



Morrisons Big Night Out



D&I In Grocery LIVE!


Tesco Glitz Ball



Sporting Lunch



Golf Day



Barcode

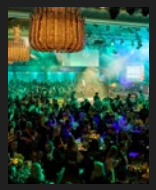


UK Cycle Challenge



GroceryAid Ball

Events Calendar 2027



11th March
The GroceryAid Ball

> Find out more



15th April
Morrisons Big Night Out

> Find out more



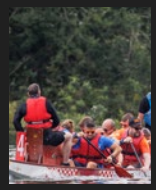
6th May
Co-op Windermere Row

> Find out more



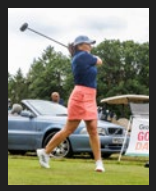
13th May
Waitrose & Partners Garden Party

> Find out more



10th June
Booker Dragon Boat Race

> Find out more



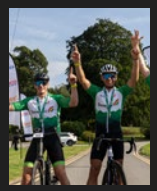
24th June
GroceryAid Golf Day

> Find out more



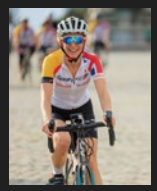
1st July
Barcode Festival

> Find out more



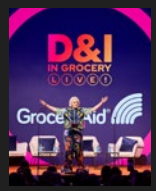
7th-9th July
UK Cycle Challenge

> Find out more



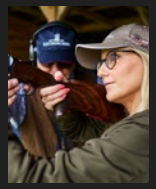
1st-3rd September
London to Paris

> Find out more



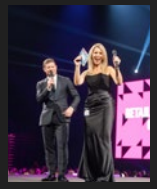
10th September
D&I in Grocery LIVE!

> Find out more



17th September
Tesco Clay Pigeon Shoot

> Find out more



23rd September
Co-op Pioneer Awards

> Find out more



14th October
Asda Tickled Pink Gala Ball

> Find out more



12th November
Sporting Lunch

> Find out more



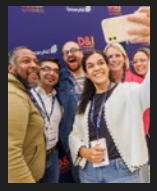
17th November
Tesco Glitz Ball

> Find out more



2nd December
Sainsbury's Big Bash

> Find out more



January-December
D&I in Grocery Programme

> Find out more



September 2026 - March 2027
GroceryAid Raffle

> Find out more

GROCERY AID®

GROCERY AID®

BALL

Thursday 11th March 2027

JW Marriott Grosvenor House, Park Lane, London

Pricing

Premium table of 10

£15,000 + VAT

Prime table of 10

£11,000 + VAT

Standard table of 10

£9,000 + VAT

Sponsorship

Get in touch to discuss ways you can get involved

Retailers in attendance

ASDA, Bestway Wholesale, Booker, Booths The Good Grocers, John Lewis & Partners, Iceland, M&S, Morrisons, Nisa, Ocado, One Stop, Rontec Roadside Retail, Sainsbury's, SPAR, Tesco, The Co-operative, Waitrose & Partners

New format for 2027



GroceryAid Pride of Grocery Ball

Celebrating the best of grocery

This is more than a great night out. It's a chance to celebrate the people and businesses making a difference across our industry.

NEW for 2027, GroceryAid Awards winners will take centre stage as we recognise the supporters whose commitment has helped us reach and support more grocery workers. Gold Award winners will be celebrated on the night.

The 2027 GroceryAid Pride of Grocery Ball will also see the launch of our NEW Platinum GroceryAid Awards recognising outstanding contributions to GroceryAid and the industry.

Where the industry comes together

Join more than 1,000 colleagues from across the grocery industry for a black-tie celebration of the people, partnerships and contributions that make Grocery the unique sector it is.

The GroceryAid Ball brings the industry together at London's iconic JW Marriott Grosvenor House for an unforgettable night of recognition, connection and entertainment.

Book your table >

"This event helps us recognise the hard work of our team because we've been quite careful about who we brought and we've brought a mix of people from different teams and all of them have done something that is particularly special or gone above and beyond."

Imran Rasul - Chief Commercial Officer, Co-Op

£900K raised last year

GROCERY AID® BALL



Celebrating our industry

From the moment you arrive, expect a premium black-tie experience designed to bring the industry together.

- GroceryAid Awards recognition
- NEW Platinum Awards announced on the night
- more than 1,000 grocery industry guests
- over 150 companies represented
- a three-course dinner
- outstanding live entertainment
- a silent auction with incredible prizes
- valuable time with colleagues, customers and commercial contacts

Previous performers have included Tinie Tempah, Rag'n'Bone Man and Tom Grennan.

Start the year together

For many across the industry, the GroceryAid Ball is the first major opportunity of the year to reconnect with customers, suppliers and colleagues after the busy Christmas period.

Strengthen existing relationships, make new connections and celebrate everything the industry has achieved together.

Put your brand in the room

Sponsorship gives your business the opportunity to stand out in front of senior figures from across grocery.

With a range of opportunities available, it's a powerful way to increase visibility, support the industry and be part of one of GroceryAid's biggest nights of the year.

Explore sponsorship opportunities >

Celebrate with purpose

Every table booked and every sponsorship helps GroceryAid raise the funds needed to support grocery workers and their families through tough times.

Come together. Celebrate our industry. Help us support more of its people.

Book the GroceryAid Ball >

> Watch the event video

> Contact us to enquire

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





Contents ^

Morrisons

Big night out.

Supporting

GROCERY AID® | Marie Curie

£1.2M
raised last year

Premium table of 10
£18,000 + VAT

Individual ticket
£1,475 + VAT

Standard table of 10
£14,750 + VAT

SPONSORSHIP PACKAGES

Bar sponsor: £10,000 + VAT
Photo booth sponsorship: £10,000 + VAT
Market street sponsorship: £8,000 + VAT
Market street game sponsorship: £5,000 + VAT
Bespoke sponsorship opportunities available

Thursday 15th April 2027
Yorkshire Event Centre, Harrogate

Morrisons Big Night Out brings together **1,500** Morrisons colleagues and suppliers for a relaxed and sociable evening, offering a refreshing alternative to the traditional gala dinner.

With the opportunity to connect with colleagues, strengthen relationships and meet new contacts, it's a great setting for meaningful conversations in an informal atmosphere. The evening also supports two important charities, GroceryAid and Marie Curie.

With senior decision-makers from across Morrisons in attendance, the event provides an excellent platform to raise your brand profile, deepen existing partnerships and explore future business opportunities with one of the UK's leading retailers.

> Watch the event video

groceryaid.org.uk/events/morrisons-big-night-out

> Contact us to enquire

"There's a range of Morrisons leadership in attendance, it's a great way to network across all levels and share insights into how we deliver better value to our customers."

Andrew Staniland
Group Trading Director, Morrisons











Morrisons Big night out.

GROCERY AID®

Windermere Row

Thursday 6th May 2027
Lake Windermere,
The Lake District

Pricing

Boat of 6
£8,700 + VAT

Boat of 4
£5,800 + VAT

Spectator ticket
£500 + VAT

Evening ticket
£150 + VAT

Sponsorship

Boat sponsorship: **£12,000 + VAT**
Activation: **£2,000 + VAT**
Bespoke sponsorship opportunities available







Set against the stunning backdrop of Lake Windermere, The Co-op Windermere Row combines teamwork, friendly competition and valuable networking, bringing teams together for a memorable day in support of GroceryAid.

With the opportunity to connect with The Co-op commercial team in a relaxed outdoor setting, the event offers brands plenty of ways to build relationships and raise awareness. The activation village creates a platform to showcase products, engage key Co-op colleagues and potential customers, and create memorable brand experiences throughout the day.

Whether taking to the water or making connections onshore, there are opportunities to strengthen partnerships and grow your brand presence. The evening networking dinner provides the perfect opportunity to continue conversations, build on new connections and deepen relationships in a more relaxed setting.

£288K
raised last year

> **"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

> Watch the event video

> Contact us to enquire

groceryaid.org.uk/events/windermere-row

WAITROSE & PARTNERS

GARDEN PARTY

Supporting

GROCERYAID · FareShare · Trussell

Thursday 13th May 2027
Remenham Farm, Henley-on-Thames



The Waitrose & Partners Garden Party offers a premium networking experience, bringing together senior commercial colleagues and key industry figures for an elegant evening of connection, conversation and celebration.

Set within beautiful surroundings in Henley-on-Thames, the event combines exceptional hospitality with opportunities for brands to engage with an influential Waitrose audience. Guests can enjoy a seasonal menu created by the Waitrose & Partners innovation chefs, alongside feature bars and bespoke brand activations overlooking the River Thames.

Supporting GroceryAid, FareShare and Trussell, the Waitrose Garden Party provides a unique opportunity to showcase your brand, strengthen existing relationships and create new connections, all within a relaxed and sophisticated setting.

Prices

Premium Table of 10:	£18,000 + VAT
Standard table of 10:	£14,750 + VAT
Individual ticket:	£1,475 + VAT

Sponsorship

Bar Sponsorship:	£10,000 + VAT
Photo booth Sponsorship:	£10,000 + VAT
Outside Activation:	£5,000 + VAT
Gift Bag Sponsorship:	£2,000 + VAT

Bespoke sponsorship opportunities available



Amount raised previous year

£731K

"What we really like about this event is that you get moments with the senior leadership team. They make the effort to come round to all the brand partners. It allows us to just share some of the important plans that we've got, dedicated to Waitrose."

Dhiresh Hirani
Managing Director, Mutti



> Watch the event video

> Contact us to enquire

groceryaid.org.uk/events/waitrose-partners-garden-party

Contents ^









WAITROSE
& PARTNERS

GARDEN PARTY

BOOKER | GROCERYAID

Dragon Boat Race

Thursday 10th June 2027

Bisham Abbey National Sports Centre, Marlow

Pricing

Team of 10

£11,600 + VAT

Team of 5

£5,800 + VAT

Sponsorship

Major Sponsor: **£15,000 + VAT**
(Includes a team of 10 and member of Booker Exec Team)
Activations: **£2,000 + VAT**
Bespoke sponsorship opportunities available







The Booker Dragon Boat Race is a high-energy day that brings brands, Booker colleagues and industry peers together for teamwork, friendly competition and valuable networking in the great outdoors.

With **more than 70 Booker colleagues** taking part, including a Booker colleague in every boat, the event creates a natural environment for building connections and strengthening relationships throughout the day.

Off the water, the activation village offers an engaging platform to put your brand in front of participants and spectators, with opportunities for sampling, product showcases and memorable experiences. Whether you're joining the race, bringing an activation, or doing both, your involvement will help raise vital funds for GroceryAid and support grocery colleagues and their families through life's toughest moments.

£424K
raised last year

"It's a great opportunity to get together with our supplier partners, to take a bit of time out together to have fun and reflect on all the hard work we're doing."

Sheila Gallagher
Commercial Director, Booker

> Watch the event video

> Contact us to enquire

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

GROCERY AID® Golf Day

Thursday 24th June 2027
Woburn Golf Club,
Milton Keynes

Pricing

4 Ball
£6,000 + VAT

Individual golfers
£1,700 + VAT

Sponsorship

Golf course activation: **£2,000 + VAT**
Other sponsorship opportunities available







The GroceryAid Golf Day brings together industry peers and senior commercial contacts from some of the UK's largest retailers for a day of networking, friendly competition and fundraising.

Taking place on the prestigious Marquess Course at Woburn Golf Club, the event welcomes players of all abilities, with no previous golfing experience required.

The experience extends far beyond the course, offering the perfect opportunity to host guests, showcase your brand and forge valuable industry connections throughout the day. From purchasing a 4 ball to exploring sponsorship and activation opportunities, the event provides a unique platform to engage with the grocery industry while supporting GroceryAid's vital work. Guests can continue conversations during post-round hospitality at the clubhouse, rounding off a memorable day of networking, entertainment and fundraising.

£197K
raised last year

> **"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

> Contact us to enquire

groceryaid.org.uk/events/golf-day

GROCERY AID®
BARCODE FESTIVAL

Thursday 1st July 2027
Kenwood, London

Pricing

VIP Ticket
£625 + VAT

Spectator ticket
£500 + 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**
Roaming Ambassadors: **£3,000 + VAT**
Bespoke Partnerships available, get in touch to discuss your objectives:
sponsor@barcodefestival.co.uk





Barcode Festival – The Big One

The grocery industry's biggest summer event

This is the industry's biggest grocery event in the calendar and arguably the most important place to get your brand and business seen for the year ahead.

Connect and network, host your customers, get your brand and product center stage with some of the biggest sampling opportunities, and reward your team in a relaxed setting.

More than 6,000 people come together for the day in one place with a great mix of all of the key retailers, and around 280 FMCG businesses. Add in headline entertainment, great food and drink and our new wellness area and you have an amazing all rounder event in one day.

NEW for 2027, we are going bigger again with another standout entertainment line-up and a enhanced VIP experience offering dedicated food, drink, seating - offering more space for valuable conversations, cloakrooms and toilets and premium access to the main stage.

Put your brand centre stage

With more than 100 sponsorship activations, Barcode gives brands a unique chance to be seen, sampled and experienced by thousands of grocery colleagues. We can also tailor activation packages to suit your business needs.

From product activations to stage sponsorship and VIP opportunities, there are plenty of ways to put your brand in front of the industry.

Explore sponsorship opportunities >

£1.2 Million
raised last year

GROCERY AID® BARCODE FESTIVAL



Connect, celebrate and make some noise

Barcode Festival returns to Kenwood for a day of music, memorable experiences and valuable industry connections.

Book your tickets >

A great day with a bigger purpose

Barcode is built to bring grocery together, but every ticket and sponsorship also helps GroceryAid raise vital funds to support people across our industry through tough times.

Surplus stock from the festival is also donated to local community initiatives, helping to minimise food waste after the event.

> Contact us to enquire

barcodefestival.co.uk





"Being able to spend time with people face-to-face at events like Barcode is absolutely priceless. We spend so much time on Teams calls these days that it's just phenomenal to be able to get out and spend time building relationships both internally and externally."

Paul Gillow
Group CEO,
SHS Group

GROCERYAID®

UK Cycle Challenge

Wednesday 7th to
Friday 9th July 2027

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**
Bespoke sponsorship opportunities available







The UK Cycle Challenge offers brands a unique opportunity to connect with senior retail, wholesale and convenience colleagues, where three days of shared experiences help build relationships that go far beyond a typical networking event.

This three-day challenge will take riders through stunning UK countryside. Dedicated lunch and refreshment stops throughout the journey provide valuable opportunities for brand activations, product engagement and meaningful connections, while creating a strong sense of camaraderie and team spirit.

With a dedicated support crew, training rides and a celebratory dinner included, the challenge delivers an exceptional experience for riders and an engaging platform for sponsors to showcase their products. All money raised will support GroceryAid, helping to fund essential free and confidential support for people working in the grocery industry.

£217K
raised last year

"We've got a couple of buyers here from different retailers, so it's a great opportunity to spend time with them. It's also a great opportunity to network across similar suppliers as well to understand what's happening in the industry and just get a broader network."

Catherine Johnson
Category Lead, Red Bull

> Watch the event video

> Contact us to enquire

groceryaid.org.uk/events/pedal-the-borders

GROCERY AID®

London to Paris

Wednesday 1st to Friday 3rd September 2027

Pricing

Rider

£2,500 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**
Bespoke sponsorship opportunities available







Join the GroceryAid London to Paris Cycle in 2027 as we take on a brand-new route for this three-day endurance challenge, bringing together senior professionals from across the grocery industry.

As riders take on this exciting new European route, there will be plenty of opportunities along the way for sponsor engagement, brand storytelling and meaningful connections. Natural breaks throughout the journey create valuable opportunities for authentic conversations and deeper connections, while the celebratory dinner on the final evening provides the perfect setting to strengthen relationships built through three days of shared challenge and experience.

Supported by expert guides and a dedicated crew, riders can enjoy inclusive hospitality, with training plans, bike hire and sports therapy available to help make the challenge accessible and rewarding. Every mile also contributes to a greater purpose, raising vital funds to support GroceryAid's work across the industry.

£303K
raised last year

> **"Thanks to everyone for making the event so fantastic! It was my first time taking part and it was a wonderful experience, the camaraderie was something special! Amazing to meet some many great people and reconnect with many more!"**

Mark Ackland-Snow
Business Unit Director,
Acosta Europe

> Contact us to enquire

groceryaid.org.uk/events/london-to-amsterdam

D&I IN GROCERY LIVE!

Friday 10th September 2027
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.

Tickets
£450 + VAT

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

hello@diversityingrocery.co.uk

"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

GROCERY AID®
Proudly supporting our grocery workers









D&I
IN GROCERY
LIVE!

TESCO | GROCERY AID

Clay Pigeon Shoot

Friday 17th September 2027

E.J. Churchill Shooting Ground, Buckinghamshire

Pricing

Team of 4

£5,800 + VAT

Sponsorship

Activations: **£2,000 + VAT**

Bespoke sponsorship opportunities available







The Tesco Clay Pigeon Shoot offers brands a distinctive way to connect with senior Tesco and Booker colleagues, as well as industry peers, in a fun and relaxed environment.

With plenty of time between shooting sessions, the day creates natural opportunities for meaningful conversations and high-impact brand activations. Open to both experienced shots and complete beginners, it's an inclusive experience that encourages team building, friendly competition and new connections.

Teams join forces with industry peers and Tesco colleagues to compete for the coveted Category Cup, while inviting Tesco colleagues to join your team provides an additional opportunity to strengthen key relationships. All while raising vital funds for GroceryAid and its free, confidential support services.

£264K raised last year

"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

THE PIONEER AWARDS

Thursday 23rd September 2027

Co-op Live, Manchester

Pricing

Premium Table of 10

£18,000 + VAT

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 bring colleagues and industry partners together for an evening dedicated to recognising the individuals and teams who bring Co-op's values to life. Taking place at Co-op Live in Manchester, the UK's only music-first arena, it combines celebration, recognition and live entertainment in a truly memorable setting.

A table at Co-op's flagship event offers the perfect opportunity to bring suppliers and colleagues together for an evening of exceptional hospitality, entertainment and networking. Alongside a three-course meal and fantastic auction prizes, guests will have the chance to connect with Co-op senior leaders and teams while supporting GroceryAid's vital work.

£750K
raised last year

"The Pioneer Awards is a fantastic celebration of the people, teams and businesses making a real difference across our industry. It's a great opportunity to continue conversations, connect with industry colleagues and celebrate the collaboration and innovation that help drive our sector forward"

Imran Rasul
Chief Commercial Officer, Co-op

> Contact us to enquire

groceryaid.org.uk/events/co-op-pioneer-awards

ASDA Tickled Pink







Thursday 14th October 2027

Yorkshire Event Centre, Harrogate

The Asda Tickled Pink Gala Ball brings Asda colleagues and industry partners together for a memorable evening of celebration, connection and fundraising in support of Breast Cancer Now, CoppaFeel! and GroceryAid.

With a lively atmosphere and an important purpose, the event offers brands a valuable opportunity to engage with Asda teams while supporting three incredible charities. Guests can enjoy an evening of entertainment, dining and networking, all centred around improving health and wellbeing across the grocery industry.

For brands looking to connect with Asda and align with its long-standing Tickled Pink campaign, bespoke sponsorship opportunities offer an additional way to showcase your support and help grocery colleagues through 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 £1.5 Million

Pricing

Premium Table of 10
£18,000 + VAT

Standard Table of 10
£14,750 + VAT

Sponsorship Packages
Sponsorship opportunities available

> Watch the event video

> Contact us to enquire

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

GROCERY AID
SPORTING LUNCH

Friday 12th November 2027
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





New format for 2027



Sporting greatness: The Parallels with Leadership today

More than a sporting event

From resilience and leadership to teamwork, pressure and high performance, Sporting Lunch brings the experiences of elite athletes into a room full of 1,200 people from 120 companies across grocery.

Expect fascinating conversations, personal stories and key take-aways akin to corporate careers and leadership challenges today, Whether you follow sport closely or simply want to hear from people who have achieved extraordinary things, these elite will share their key successes and lessons learnt along the way.

Sporting Lunch is one of the industry's most popular networking events, bringing together senior colleagues from retailers, suppliers and businesses from across grocery.

Previous guests have included Sir Mo Farah, David Coulthard, Alan Shearer, Sir Andrew Strauss and Sir Lord Sebastian Coe, Ellen White, Sir Jason Kenny, Ellie Kildunne and Sir Andrew Strauss.

Good company. Great connections

GroceryAid's longest-running event combines outstanding entertainment, valuable industry connections and unforgettable stories from sporting heroes who have competed at the very highest level.

Spend an afternoon in the company of some of the biggest names in sport beginning with a welcome reception, followed by a three-course lunch and entertainment, with post-lunch drinks giving you even more time to reconnect and build new relationships.

Book your place >

£1 Million
raised last year

> **"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

Go Premium: More access, more connections, additional benefits

Premium tables offer an even closer experience, including an exclusive welcome reception with sporting heroes and a sporting hero joining your table during lunch.

Sponsorship opportunities are also available, giving your brand valuable visibility in front of senior industry figures.

NEW for this year with Premium Tables is inclusion of an additional closed session with Jonny Wilkinson who will share his view on A Model for Performance & Leadership.

Explore sponsorship opportunities >





Enjoy the day. Support the industry

Every booking helps GroceryAid raise vital funds to support grocery workers and their families through tough times.

Come for the stories, the connections and the company. Leave having helped support people across our industry.

> Watch the event video

> Contact us to enquire

groceryaid.org.uk/events/sporting-lunch





GROCERY AID
SPORTING LUNCH

Contents ^

TESCO

GLITZ BALL

SUPPORTING GROCERY AID

Wednesday 17th November 2027
Battersea Evolution, London

The Tesco Glitz Ball brings together **1,800** Tesco colleagues and commercial partners for a standout evening of celebration, connection and networking.

For brands looking to strengthen relationships with Tesco's buying and trading teams, this event offers a unique opportunity to host key contacts and spend quality time together in a high-profile setting.

Table hosts can bring colleagues together for an evening of exceptional food, entertainment and fundraising, while sponsorship opportunities provide additional ways to increase brand visibility and create memorable guest experiences in support of GroceryAid.

Bespoke sponsorship packages offer the flexibility to tailor your presence, helping you connect with the right people and make a lasting impression.



Pricing

Premium Table of 10
£16,500 + VAT

Standard Table of 10
£13,750 + VAT

Sponsorship Packages

Bar Sponsorship: **£10,000 + VAT**

Photo booth 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

Amount raised previous year

£1.6 Million

Sainsbury's Big Bash

Supporting GROCERYAID COMIC RELIEF

Thursday
2nd December 2027

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

Bring your brand into the heart of Sainsbury's Big Bash, an unmissable evening bringing together **1,500 guests,** including Sainsbury's commercial and buying teams and suppliers.

A table at this popular event offers the perfect way to spend quality time with Sainsbury's teams and industry peers away from the day-to-day. With exceptional food, a vibrant atmosphere and exciting fundraising activities throughout the evening, it's an opportunity to celebrate partnerships while supporting two important charities. Guests can enjoy a delicious menu created by Sainsbury's innovation chefs, alongside exciting fundraising moments supporting GroceryAid and Comic Relief.

It's a brilliant opportunity to connect, celebrate and showcase your brand while helping raise vital funds for two important charities.

Pricing

Premium Table of 10
£18,000 + VAT

Standard Table of 10
£14,750 + VAT

Sponsorship

Bar Sponsorship
£10,000 + VAT

Photo booth Sponsorship
£10,000 + VAT

Other sponsorship opportunities available

> Watch the event video

> Contact us to enquire

groceryaid.org.uk/events/sainsburys-big-bash













Sainsbury's Big Bash

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

D&I IN GROCERY

Headline Partners

amazon · ASDA · Budweiser Brewing Group UK&I · Carlsberg Britvic · Co-op · Coca-Cola Europacific Partners · Diageo · Heineken · John Lewis Partnership · Kenvue · Kepak · KPMG · M&S · Mars · Molson Coors · Mondelēz International · Morrisons · Nestlé Good Food, Good Life · Premier Foods · Red Bull · Sainsbury's · Tesco · Unilever

Major Partners

allwyn · Arla Feed Life · Asahi Group · Asian Media Group · avara foods · Bacardí · Booths The Good Grocers · BrewDog · c&c group plc · Colgate · The Compleat Food Group · Cranswick · Danone · Dee Set · Dr. Oetker · Edgewell Personal Care · essity · Ferrero · fresca Group · General Mills · Greencore · Hallmark · HelloFresh · Hilton Foods · Hovis · Iceland · JDE · JTI · Kimberly-Clark · KP Snacks · Kraft Heinz · Krispy Kreme Doughnuts · Lactalis UK & Ireland · Lindt Master Chocolatier Since 1845 · L'Oréal UK and Ireland · McCain · müller · Nomad Foods · ocado · Ornua Foods UK · Oscar Mayer Quality Foods · P&G · pepsico Food. Drinks. Smiles. · Philip Morris Limited · Pilgrim's Europe · pladis · Princes Group · reckitt · Sapuito Dairy UK · SHS Group · Suntory Beverage & Food GB&I · The Grocer · Taylors of Harrogate · Total Negotiation Group · Valeo Foods UK · Warburtons · The Weetabix Food Company · Westfalia Fruit

SME Partners

Belvoir Farm · Biomel · bpe search · Cawston Press · seven search and selection · Standout · Suntory Global Spirits · The Turmeric Co · Vita Coco · WSET

D&I IN GROCERY

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

1. **Prove ROI with real numbers.**
Benchmark your progress on the Maturity Model against 100+ Partner organisations, so you can back budget conversations with evidence, not just intent.

2. **Skip months of policy-writing.**
Access ready-made frameworks, tools and best practice on The Partner HUB, built and tested across the industry, so your team adapts instead of starting from scratch.

3. **Borrow a specialist team without hiring one.**
Tap an extended network of over 4,000 allies and subject-matter experts who support delivery of your D&I activities and save your team hours on every project.

4. **Build on a relationship you already trust.**
Partners already value GroceryAid, and DIG grows directly out of that relationship, giving you a warmer route into D&I support than starting with a new provider.

5. **Get support that keeps showing up.**
Regular one-to-one check-ins mean someone follows up on what you discussed and helps you put it into practice.

6. **Walk away with something you can point to.**
Tailored acceleration plans and leadership sessions leave your organisation with an action plan or policy you actually implement.

7. **Build your own leadership pipeline.**
The cross-company Mentoring Programme develops future leaders and gives your people development opportunities you don't have to build internally.

8. **Get a seat shaping the industry.**
Steering Group membership lets you influence collective action on D&I across grocery, something you can point to with your own leadership team.

9. **Make your D&I credentials visible internally.**
Playing an active role in D&I in Grocery signals your commitment to your own leadership and the wider industry, while the delivery workload is shared across the partnership.

10. **Raise your profile across the sector.**
Increased visibility through the Programme and D&I in Grocery LIVE! puts your brand in front of the people you want to reach or recruit from.



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

D&I IN GROCERY

Track progress and benchmark against the industry

D&I in Grocery Maturity Model and advisory services



- **Scores your organisation** out of 10 across 10 D&I categories.
- **Completion window for 2027:** 11th - 22nd January 2027
- **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.

Collaborative learning and development with the industry across 3 workstreams

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:
  - 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! 2027:** 10th September, 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 £22,850 + VAT	Major Partnership £17,250 + VAT	SME Partnership £2,750 + VAT Please note SME Partners must meet the threshold of under 250 employees with a turnover of £42 million or less (as per Government guidelines)
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 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: **£450 + VAT**
Additional Mentoring Pairs: **£750 + VAT**

Advisory Services:

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.

GROCERY AID®
Raffle

Big Prizes; Bigger Purpose

Reward and recognise your team by giving them the chance to win big, while making an even bigger difference. Every ticket purchased helps raise vital funds for GroceryAid, supporting record numbers of grocery colleagues through tough times.

As awareness of our services continues to grow, your support will help us reach even more people across the industry when they need us most. With prizes generously donated by our supporters, the GroceryAid Raffle is a great way to give back to your colleagues.

With 50 fantastic prizes up for grabs, including product bundles, vouchers and special prizes and much more, there's plenty to get excited about. It's a simple way to reward your team while supporting colleagues across the industry.

Why get involved?

- Reward and recognise your teams
- Raise awareness and funds for GroceryAid
- Earn your 2026 GroceryAid Awards point

How can you get involved?

- Buy tickets for your employees
- Donate a prize
- Spread the word using our digital and printed materials

Key Dates

Organisations bulk buy launch
September 2026

Individual tickets launch
End of September 2026

Raffle closes
March 2027

Winner announced
Early April 2027

Tickets & Donations

Want to bulk buy tickets or donate a prize?
Email **rm@groceryaid.org.uk**

GROCERY AID®

Proudly supporting our grocery workers

To book your place in the room, or to discuss sponsorship opportunities, please email **sales@groceryaid.org.uk**