

MRGA

MIDWEST RETAIL &
GROCERY ALLIANCE

STRENGTHENING THE RETAIL & GROCERY INDUSTRY

OPPORTUNITIES GUIDE 2026



MISSOURI
GROCERS
ASSOCIATION

PROVIDING OPPORTUNITIES THROUGH PARTNERSHIP

As we step into an exciting new year, we are grateful for your continued trust and support. For more than a century, the Missouri Grocers Association and the Retail Grocers Association of Kansas and Missouri have each proudly served their members and advanced the retail and grocery industry. Today, we are thrilled to announce the next chapter in that legacy: the formation of the Midwest Retail and Grocery Alliance (MRGA).

By uniting two long-standing associations, we are combining resources, strengthening advocacy and creating a stronger voice for the grocery industry across Missouri and Kansas. Together, we will champion policies, programs and partnerships that ensure the long-term success of our members while fostering a vibrant and resilient grocery community in the Midwest.

Within this packet, you'll find information on the many advertising and sponsorship opportunities available in 2026. These opportunities are designed not only to highlight your company's leadership and commitment to the industry but also to deliver meaningful value and visibility for your business.

Your partnership empowers us to provide members with critical tools, resources and advocacy to navigate an ever-changing marketplace. With your support, MRGA will continue to be a strong advocate, a reliable partner and a driving force for innovation and growth in our industry.

Thank you for standing with us as we begin this new journey together. We look forward to partnering with you in 2026 and beyond.

QUESTIONS? Contact EJ Fleischmann
(417)831-6667 or efleischmann@missourigrocers.com

MRGA FOUNDERS CIRCLE

Introducing the MRGA Founders Circle—an exclusive sponsorship to celebrate the partnership of MGA and RGA. Join us as a founding member of the Midwest Retail and Grocery Alliance and gain premier recognition in launching this united voice for retailers and grocers across Missouri and Kansas.

ELITE FOUNDER \$15,000

- Listed as Elite Sponsor on MRGA website
- Logo featured on homepage, weekly newsletter and major events throughout 2026
- Social media recognition
- Comped booth space/registration at 2026 MRGA Convention
- Acknowledgement at 2026 MRGA Convention
- 1 full page ad in convention magazine
- 1 issue in MRGA FOCUS
- Invited to special Founders Circle event at 2026 MRGA Convention

FOUNDING PARTNER \$9,500

- Listed as Founding Partner on MRGA website
- Logo featured on weekly newsletter and major events throughout 2026
- Social media recognition
- Discounted rates at 2026 MRGA Convention
- Acknowledgement at 2026 MRGA Convention
- 1 1/2 page ad in convention magazine
- Invited to special Founders Circle event at 2026 MRGA Convention

SUPPORTING FOUNDER \$5,000

- Listed as Supporting Founder on MRGA website
- Logo featured in weekly newsletter
- Social media recognition
- Discounted rates at 2026 MRGA Convention
- Acknowledgement at 2026 MRGA Convention
- Quarter page ad in convention magazine
- Invited to special Founders Circle event at 2026 MRGA Convention

RETAIL PARTNER \$2,500

- Listed as Retail Founder on MRGA website
- Logo featured in weekly newsletter
- Social media recognition
- Discounted rates at 2026 MRGA Convention
- Acknowledgement at 2026 MRGA Convention
- Invited to special Founders Circle event at 2026 MRGA Convention

ADVERTISEMENT

MRGA FOCUS

The MRGA FOCUS is a bi-monthly digital publication email sent directly to all MRGA members. Each issue will highlight your company with a full page color ad and an article. These articles can be provided by your company or MRGA will diligently work to find or write an article related to your company's ad. Along with your company receiving 3 issues, your company's logo will also be on display in each issue.

1 ISSUE \$1,000

3 ISSUES \$3,000

MRGA CONNECT

The MRGA Connect is the weekly newsletter sent to MRGA members each Friday, reaching over 2,000 individuals. NEW THIS YEAR, become an MRGA Connect sponsor and get visibility every week!

TITLE SPONSOR (4 available) \$2,000

3 months of premier logo placement at top of MRGA Connect

BUTTON SPONSOR (8 available) \$1,000

1 year of logo placement at bottom of MRGA Connect.

CONVENTION MAGAZINE

The MRGA Grocer is the annual printed magazine promoting the MRGA Convention and Trade Show, consisting of resources and advertisements.

Full Page (8.5x11)

Black & White: \$350

Color: \$700

Half Page (8.5x5.5)

Black & White: \$275

Color: \$400

Quarter Page (8.5x2.75)

Black & White: \$185

Color: \$310

CONVENTION GUIDE

The MRGA Convention Guide is the premier guide during the MRGA Convention consisting of resources, schedule, information and advertisements.

Quarter Page (5x2)

\$125

Half Page (5x4)

\$200

Full Page (5x8)

\$350

SPONSORSHIP

GROCERS DAY AT THE CAPITOL

MRGA will hold Grocers Day at the Capitol in Jefferson City and Topeka. This is the opportunity for the industry to come together and visit with Legislators.

TITLE SPONSOR

\$5,000

Recognized as top sponsor for the legislative dinner and Grocers Day in the Capitol

BUSINESS SPONSOR

\$500

Recognized as supporting sponsor for Grocers Day in the Capitoll

CORPORATE SPONSOR

\$1,000

Recognized as supporting sponsor for the Legislative Dinner and Grocers Day in the Capitol

RETAIL SPONSOR

\$250

Recognized at the Legislative Dinner and as supporting sponsor for Grocers Day in the Capitol

MRGA CONVENTION AND TRADE SHOW

GENERAL CONVENTION SPONSORSHIP

PLATINUM SPONSOR

\$15,000 plus

Recognized in social media posts, MRGA Convention communications and on all MRGA Convention signage

SILVER SPONSOR

\$3,000-\$7,999

Recognized in social media posts and MRGA Convention communications

GOLD SPONSOR

\$8,000-\$14,999

Recognized in social media posts, MRGA Convention communications and certain MRGA Convention events

RETAIL SPONSOR

\$2,500

Recognized in social media posts, MRGA Convention communications and throughout the MGA Convention

SUPPORTING SPONSOR

\$1,000-\$2,000

Recognized in MRGA Convention communications



SPONSORSHIP

MRGA CONVENTION AND TRADE SHOW

CONVENTION REGISTRATION

\$3,500

WELCOME PARTY

\$5,000

BREAKFAST

\$5,000

WINE & CHEESE RECEPTION

\$3,000

TRADE SHOW LUNCH

\$3,500

TUESDAY HAPPY HOUR

\$500

PARTY ON THE PATIO

\$3,500

EDUCATION SESSIONS

\$5,000

PRESIDENT'S GALA

\$2,500

GRAB & GO BREAKFAST

\$1,000

GOLF TOURNAMENT

TITLE SPONSOR

\$10,000

KOOZIE SPONSOR

\$3,000

BEVERAGE CART SPONSOR

2 available @ \$1,000

GOLF BALL SPONSOR

\$3,000

HOLE SPONSOR

\$300

MRGA WEBINAR SERIES

The MRGA Webinar Series will feature the latest issues and trends facing the grocery industry.

SERIES SPONSOR

\$5,000

Recognized as Series Sponsor
on all Webinars

