

STORE MARKETING KIT REQUEST FORM

FOR OFFSITE EVENTS, SUBMIT A SIGNED INDEMNIFICATION AGREEMENT (IA) AND CERTIFICATE OF INSURANCE (COI) WITH YOUR COMPLETED KIT REQUEST FORM. SEE BOTTOM OF PAGE FOR MORE INFORMATION.

Current Date

Store #

Event Date

Store Name

Store Manager

District Director

Marketing Kits (Select one kit below.)

New Residence

School Partnership

Health & Wellness

Seasonal Festivals

Complete one form per kit and submit the request form, signed IA and COI to advertising@sprouts.com.

NOTE: Leadtime to fulfill a kit from approval date to event date can range between 4 to 8 weeks.

New Residence

Kit Includes:

- [150] Sprouts branded bags
- [150] Welcome to the neighborhood letters from Store Manager with free online order/pick up with \$35 order

Seasonal Festivals

Kit Includes:

- [150] Sprouts branded bags
- [1] Sprouts Rewards Sign-Up Signage
- [100] \$5 Good to Meet You cards

School Partnership

Kit Includes:

- [30] Sprouts branded bags
- [30] \$5 Good to Meet You cards
- [30] Planters
- Kids educational activity sheets

Health & Wellness

Kit Includes:

- [150] Sprouts branded water bottles
- [100] \$5 Good to Meet You cards
- [1] Sprouts Rewards Sign-Up Sign

Request Process

1. Download this form prior to filling it out.
2. Type in the required fields for the store information and select store marketing kit.
3. **Email completed request form to advertising@sprouts.com. If this is an offsite event, WAIT and email the signed Indemnification Agreement (IA), Certificate of Insurance (COI), and the completed request form all at one time with a copy to the District Director.**
4. Field Marketing Team will respond within three business days after receiving the request form, IA and COI (if applicable).
5. Field Marketing Team will email the Store Manager tracking information for the store marketing kit.
6. After the event, the Store Manager will email advertising@sprouts.com a recap of the activation, send a few pictures of the event and feedback on how the kit supported the store's objectives.

For offsite events, we will need the vendor to sign our Indemnification Agreement (IA), and we will need their Certificate of Insurance (COI). The vendor should provide a COI naming "SFM, LLC dba Sprouts Farmers Market, 5455 E. High Street, Suite 111, Phoenix, AZ 85054" as the certificate holder. Coverage is noted in our IA as reasonable. On the next page, the IA is provided. Email these documents along with the completed Store Marketing Kit Request Form to advertising@sprouts.com.



Field Marketing Event Terms and Conditions

SFM, LLC dba Sprouts Farmers Market ("Sprouts") is participating in the following event per these terms and conditions.

Event Sponsor:

Event Space:

Cost to Sprouts:

Date:

Time:

Each party agrees to indemnify, defend, and hold harmless the other party, its officers, employees, and agents from any and all claims, damages, liabilities, costs, and expenses arising from or in connection with the indemnifying parties negligence or willful misconduct. Each party shall procure and maintain commercially reasonable insurance coverage adequate to cover its obligations and liabilities under this Agreement, consistent with normal business practices of prudent companies engaged in similar activities. The negligent party's insurance shall be primary and non-contributory to any collectible insurance available to the other party.

Each party grants the right to use its name as a sponsor for the event specified in this agreement subject to applicable brand guidelines and prior approval of all uses.

AGREED TO AND ACKNOWLEDGED BY:

EVENT SPONSOR: _____
(Include full legal company name)

SFM, LLC d/b/a Sprouts Farmers Market

BY: _____

BY: _____

NAME: _____

NAME: _____

TITLE: _____

TITLE: _____

EFFECTIVE DATE: _____

ADDRESS: _____

Store Marketing Kits

The Field Marketing Team is excited to launch a new test program: **Store Marketing Kits**. This program is designed to support stores in their local community engagement efforts by providing a consistent, branded set of tools and resources. With these kits, stores will have access to ready-to-use materials that simplify execution, increase local visibility, and help drive traffic back to the store.

The kits aim to:

- Support **community outreach** and **local marketing efforts**
- Provide **marketing tools** that are easy to execute
- Ensure **brand consistency** across all locations
- Offer **“how-to” guidance** for using the kits effectively

There are four store kits focused on outreach to **New Residences, Seasonal Festivals, School Partnerships** and **Health & Wellness** activations. We have included Sprouts branded promotional items, signage for Sprouts Rewards sign-ups, and promotional offers to drive shoppers back to the store or try Sprouts for the first time.

Community Outreach

Stores should target an area up to 5 miles from their store location

- Local events can be found in community calendars, Chamber of Commerce, local newspapers, and Google searches
- Locate the closest fitness center and/or search for turkey trots, gyms, health expos, and fitness walks
- Discover the closest elementary/middle schools
- Target new apartments/developments that have recently been built

Marketing and Store Support

Marketing Support

- Review and approve store kit requests
- Ship store kit contents to stores

Store Support

- Staff the event with team members
- Bring a table, tablecloth, and tent (if needed)
- Provide Sprouts branded products, seasonal products and produce, water, and/or snacks depending on the type of event
- Connect with community leaders, local school personnel, and/or apartment complex managers
- Provide a brief recap with pictures of your community outreach

How To Use Store Marketing Kits

New Residence

Description: The kit is used to attract new residents from newly developed apartment complexes within a 5-mile radius, welcome them to the neighborhood and invite them to Sprouts.

Connect: The Store Manager reaches out to the apartment management team to ask if Sprouts can partner with them and provide a healthy option for their new residents. Sprouts would like to offer a reusable Sprouts branded bag and a “welcome to the neighborhood” letter to their new residents, along with a promotional offer to invite them to shop at Sprouts. If the management team agrees, then confirm a date/time to drop off the bags with the letters in them. When the new resident picks up the key to their apartment, the apartment management team can hand the new resident their new Sprouts bag.

Execution: Review the lead-time when requesting the store marketing kit, so you have enough time based on the date committed. Once the boxes for the kits arrive at the store, put the letter into the bag. An optional enhancement to the bag would be to include the Store Manager’s business card and supplement a few non-perishable Sprouts branded products. This is a great way for new residents to try our Sprouts branded products before arriving at the store. In a couple of weeks, reach out to the apartment management team and get feedback on the program from their perspective.

Seasonal Festivals

Description: Communities have traditional annual events (Spring, Halloween, Fall, or Holiday) that bring families together to engage with their neighbors while supporting local.

Connect: Look for local seasonal events within a 5-mile radius of the store. Places to search for seasonal events include the local Chamber of Commerce, newspaper calendar of events, and Google searches. Once you find an event, reach out to the event coordinator to find out the details of the program. Some events require a contract, indemnification agreement, and insurance, which will require a longer lead-time to fulfill the store marketing kit. Ask the event coordinator upfront if a contract is required. When activating outside of a store, Sprouts requires organizations to provide our indemnification agreement and a certificate of insurance naming “SFM, LLC dba Sprouts Farmers Market, 5455 E. High Street, Suite 111, Phoenix, AZ 85054” as the certificate holder. Coverage is outlined in the IA. Please send the required event details when you submit your store marketing kit request form.

Execution: Review the lead-time when requesting the store marketing kit, so you have enough time based on the date committed. Most events offer an area to set up a table, tablecloth, and tent (if needed). In the store marketing kit, we provide Sprouts branded reusable bags and signage for Sprouts Rewards sign-ups. To enhance the table set up, you can include Sprouts branded products, seasonal products and produce.

School Partnerships

Description: Communities have local elementary and middle schools in neighborhoods near all Sprouts stores. This is an opportunity to talk with kids so they can learn about and recognize healthy food options.

Connect: Search for local elementary or middle schools within 5 miles of your store. Reach out to the school by phone or email to see if the school would like Sprouts to come and talk about healthy food options for their students. We have a letter template that can be used to start the connection with the school.

Execution: Review the lead-time when requesting the store marketing kit, so you have enough time based on the date committed. Confirm with the school how many students are in the class and note it when you request the marketing kit. To encourage participation, we have icebreakers and flash cards to identify types of produce. After this fun exercise, you can hand a bag to each kid and invite them to bring their parents to Sprouts. Each bag should have a planter, \$5 Good to Meet You card, and kids’ activity sheets to bring home. An optional enhancement to the bag would be to include a bottle of water and fresh produce item. One of the sheets is a scavenger hunt which is used in a Sprouts store. This is a great way for the parents to go to Sprouts, use the \$5 card and the kids can extend their healthy food adventure! Once the kids complete the scavenger hunt sheet, they could turn it into the Store Manager for a Sprouts sticker.

Health & Wellness

Description: Communities have annual health events such as turkey trots, fitness walks/runs, health expos, and nearby gyms which bring out the whole family for a healthy adventure.

Connect:

- *(Health Events)* Research health events within 5-miles of the store by using Google, Chamber of Commerce, or a calendar of events through the local newspaper.
- *(Fitness Centers & Gyms)* Search for fitness centers or gyms nearby, using Google or driving around the community.

Some events require a contract, indemnification agreement, and insurance, which will require a longer lead-time to fulfill the store marketing kit. Ask the event coordinator upfront if a contract is required. When activating outside of a store, Sprouts requires organizations to provide our indemnification agreement and a certificate of insurance naming “SFM, LLC dba Sprouts Farmers Market, 5455 E. High Street, Suite 111, Phoenix, AZ 85054” as the certificate holder. Coverage is outlined in the IA. Please send the required event details when you submit your store marketing kit request form.

Execution:

- *(Health Events)* Review the lead-time when requesting the store marketing kit so you have enough time based on the date committed. Most events offer an area to set up a table, tablecloth, and tent (if needed). In the store marketing kit, we provide Sprouts branded water bottles, \$5 Good to Meet You cards, and signage for Sprouts Rewards sign-ups. To enhance the table set up, you can include seasonal produce and/or Sprouts branded products.
- *(Fitness Centers & Gyms)* Once you find a local gym, reach out to the facility coordinator and see if they would like to partner with Sprouts. If so, schedule a few dates during their peak times and see if you can set up a table with a tablecloth inside their gym. If they have a membership drive, this could be a peak time. When activating outside of a store, Sprouts requires organizations to provide our indemnification agreement and insurance. In the store marketing kit, we provide Sprouts branded water bottles, \$5 Good to Meet You cards, and signage for Sprouts Rewards sign-ups. You can enhance the table with produce or easy grab and go snacks. You can invite the customer to Sprouts by handing them a \$5 Good to Meet You card.

Frequently Asked Questions (FAQs)

Q: Where does a Store Manager get a request form for the store marketing kit?

A: Store Managers can get the store marketing kit request form by going to The Vine under the Forms sections.

Q: What type of store marketing kits are available?

A: There are four store marketing kits available, and those kits are called: New Residence, Seasonal Festivals, School Partnerships, and Health & Wellness.

Q: How does a Store Manager request a kit?

A: It is best to connect with your District Director on your plans with the store marketing kit before requesting. The form is on The Vine under the Forms section. Complete the form and email it to advertising@sprouts.com with a copy to your District Director. Include any additional information/documents about the event, if needed.

Q: How long does it take to receive the kit at my store?

A: There is an estimated lead-time for each kit on the request form. Depending on the kit, it can take up to 8 weeks to receive the kit. If a contract, indemnification agreement, and insurance are required, it can take the full lead time.

Q: How many store marketing kits can I request for my store?

A: You can request one store marketing kit at a time per request form for your store. Since this is a test program, we ask that stores don't request more than 4 kits per year.

Q: Can I request more than one kit for an event with a larger attendance?

A: You can request up to two of the same kits to support a larger attendance at the event.

Q: Can lead times be expedited or rushed?

A: Some marketing kits may arrive earlier than the expected timeline, but we will not be able to expedite or rush a request quicker than our targeted lead times.

Q: Is there a budget available to cover a sponsorship/vendor fee?

A: If there is a sponsorship fee, reach out to your District Director to discuss payment options.

Q: What are you looking for in an event activation recap?

A: After the event, the Store Manager will email advertising@sprouts.com a recap of the activation (type of activation, attendance, what did you do at the activation to showcase That Sprouts Feeling), send a few pictures of the event and any feedback on the marketing kit support.