

A BETTER *HEALTHIER* BREAKFAST

Founding Sponsorship Opportunities 2027

A BETTER HEALTHIER BREAKFAST



Because Better Breakfasts Matter

Healthier Choices. Better Value. Positive Starts. Bigger Brand Opportunities.

Consumers are increasingly seeking healthier lifestyles, better value and smarter food choices. At a time when household budgets remain under pressure, **A Better *Healthier* Breakfast** provides a positive platform to encourage healthier, more affordable and more enjoyable ways to start the day.

Through media relations, website content, social media activity, promotional partnerships, **National Deskfast Day®** and the **Better Breakfast Challenge**, the campaign creates opportunities for brands to engage with one of the UK's most relevant conversations around health, wellbeing and affordability.

So Why Now?

- **Health matters.** Consumers continue to seek healthier lifestyles and improved wellbeing.
- **Value matters.** Households are focused on making food budgets go further without compromising quality.
- **Breakfast matters.** As the first meal of the day, breakfast remains an important part of nutrition, wellbeing, productivity and daily routines.
- **Brand relevance matters.** Organisations have an opportunity to demonstrate practical support for healthier, better-value choices whilst building positive connections with consumers.

THE CAMPAIGN & SPONSORSHIP OPPORTUNITY

Four-week Campaign Timeline

Week 1 Launch & Awareness

• Campaign launches • Media outreach • Website content • Social media activity • Sponsor messages • **Better Breakfast Challenge** opens

Week 2 Engagement & Participation

• Consumer content • Sponsor content • Competitions & promotions • Social media engagement • **Better Breakfast Challenge** activity

Week 3 National Deskfast Day

• The campaign's flagship awareness initiative • Workplace engagement • Employer participation • Sponsor activation • Media opportunities • Social media participation • User-generated content

Week 4 Amplification & Impact

• Campaign highlights • Success stories • Sponsor features • Media follow-up • Social amplification • Campaign outcomes



A BETTER Healthier BREAKFAST

National Deskfast Day

A BETTER BREAKFAST

The Better Breakfast Challenge



Sponsorship Opportunities

HEADLINE SPONSOR - £15k Campaign principal. Includes: ✓Exclusive Headline Sponsor & Category exclusivity ✓Lead campaign branding ✓Prominent website presence ✓Lead association with National Deskfast Day® & the Better Breakfast Challenge ✓Dedicated sponsor profile ✓Integrated content opportunities ✓Competition and promotional opportunities ✓PR and media opportunities ✓Founding Sponsor recognition ✓First right of renewal

GOLD SPONSOR - £7.5k Limited opportunities. Hi-profile, significant visibility & campaign association. Includes: ✓Category exclusivity ✓Premium logo placement ✓Website sponsor profile ✓Recognition across campaign activity ✓National Deskfast Day & Better Breakfast Challenge partner recognition ✓Social media features ✓Content participation ✓Promotional opportunities ✓Inclusion selected media activity ✓Founding Sponsor recognition.

CAMPAIGN PARTNER - £2.5k Opportunity to support healthier, better-value breakfast choices whilst benefiting from positive campaign association. Includes: ✓Campaign Partner designation ✓Website recognition ✓Social media acknowledgement ✓Campaign supporter listing ✓National Deskfast Day® & Better Breakfast Challenge supporter recognition ✓Inclusion within selected campaign communications ✓Founding Sponsor recognition

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National Deskfast Day
A BETTER BREAKFAST

A BETTER Healthier BREAKFAST™

The Better Breakfast Challenge



Part of the Together *Is* Better Campaign Platform

Let's start a conversation

We would be delighted to discuss how your organisation can become involved in A Better Healthier Breakfast 2027. For further information or to discuss sponsorship opportunities, please get in touch.

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Grocerama Ltd - multi award-winning UK market-leaders in multi-brand, multi-channel & fully sustainable grocery marketing