

**we
are**



BFS

KANSAS CITY

20 VENDOR SUPPORTED
26 MARKETING PROGRAMS





Greetings, Valued Vendor Partner!

For more than a century, our vision has been clear: **to be the best-run, friendliest supermarkets in town—where teammates are passionate about providing exceptional guest hospitality and where teammates and guests love to shop for great-tasting food.**

As we chart our course for 2026, we know that fulfilling this mission demands fresh thinking. Our guests are hungry for breakthrough flavors, emerging food trends, and whole-health solutions—and they expect a shopping experience that surprises and delights every visit. That is why we are turning to you—our trusted vendor partners—to help us lead the way. We invite you to step up with bold innovations, wellness-focused products, and merchandising ideas that elevate the guest experience and propel our mutual growth. Your creativity and commitment have powered our success for decades; now let’s raise the bar together.

Here’s what’s ahead and why your partnership matters more than ever:

- **100% Teammate Owned** – Every teammate now shares in the success of our stores, creating deeper engagement, accountability, and commitment to our vision. This ownership mindset means your products are championed by teammates who are personally invested in driving sales and delivering outstanding guest experiences.
- **Growth & Expansion** – We have two new stores in development and are looking to expand beyond the Kansas City market, opening new opportunities to reach additional guests and driving incremental sales for your brands.
- **2026 World Cup Spotlight** – As the global spotlight turns to Kansas City next summer, we’re planning for vibrant, guest-focused campaigns that highlight global flavors, local pride, and unforgettable fan experiences. It’s the perfect stage to showcase your products in creative and engaging ways that align with the spirit of the games and captivate our guests.
- **Buy Fresh Buy Local** – Our year-round program links guests with fresh, healthy food grown by more than 200 GAP-certified family farmers. We rely on vendor partners who share our passion for quality and community impact.

Please take a moment to explore this year’s promotional programs and partnership opportunities – from seasonal displays and exclusive product features to event-based marketing. And with the World Cup fast approaching, let’s begin collaborating now on innovative, high-impact campaigns that harness the excitement of the games, captivate fans, and boost sales.

We are incredibly grateful for your continued partnership and support. Let’s make 2026 another win-win year—for you, for us, and for every guest who walks through our doors.

Sincerely & Good Selling,

David Ball
President
Balls Food Stores



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KANSAS CITY

2026 WORLD CUP CAMPAIGN

Kansas City is a proud host city for the 2026 FIFA World Cup, welcoming an expected 650,000 visitors from around the globe. Balls Food Stores is getting ready to serve as more than just a grocery stop, but also a destination for food, fun, and fandom.

This is your opportunity to get in the game. Through in-store displays, sampling events, giveaways, and match-day celebrations, your brand can become part of the World Cup energy in Kansas City. Here's a look at what's ahead and how you can be part of it. Below are a few starter ideas – pick, remix or add your own and let's score big together!



*OFFICIAL LOGO OF THE
FIFA 2026 WORLD CUP

IN
STORE

IN-STORE ADVERTISING & MERCHANDISING

- **THEMED DISPLAYS**
Country- and team-themed endcaps (e.g., Argentine wine + steak, Mexican snacks + cerveza) bring global flavor to our aisles.
- **SCORING DEALS**
Tie product discounts to Team USA's performance — every goal is a reason to celebrate.
- **PARTY PLATTERS & BUNDLES**
Meal kits for watch parties at home or tailgating at Arrowhead—featuring local and international favorites.

EVENTS

EVENTS & EXPERIENCES

- **SAMPLING EVENTS**
Weekly tastings highlight Kansas City's tailgate classics and international cuisines tied to featured matches.
- **GIVEAWAYS**
Join rolling promotions with influencers, prizes, and exclusive ticket giveaways to boost visibility in-store and online.
- **LIVE VIEWING PARTIES & FAN ZONES**
Watch matches live with fan-focused events featuring food, music, and interactive brand placements. Sponsor a themed tailgate or fan experience.
- **SPECIAL EDITION PACKAGING**
Collaborate on limited-edition World Cup packaging to stand out on shelves.

COMM
UNITY

COMMUNITY & CULTURAL CONNECTIONS

- **PASSPORT THROUGH THE AISLES**
Shoppers collect stamps by purchasing global food items—highlighting cultural diversity and driving product discovery.
- **STORYTELLING SIGNAGE**
Feature local families, vendors, and teammates with ties to participating countries.
- **CULTURAL PERFORMANCES**
Partner with local cultural organizations for in-store music, dance, or cooking demos.

2026 WORLD CUP CAMPAIGN

COMMUNITY & CULTURAL CONNECTIONS (CONT'D)

COMM
UNITY

- **KIDS SCORE DAYS**
Interactive soccer displays, coloring “design your own kit” contests, and on-site clinics, complete with giveaways and sponsorship opportunities.
- **ONE GOAL, ONE BALL**
Every qualifying vendor product sold = one donated soccer ball for local youth. Sponsor the program and be part of the community legacy.

BACK TO THE NET!

- The World Cup is more than a sports tournament, it's a global celebration, and we're ready to turn all 25 Balls Food Stores into World Cup fan zones. Whether you're promoting snacks, beverages, produce, or global goods, there's a place for your brand in the action.
- **SPONSORSHIP OPPORTUNITIES ARE LIMITED**
Let's connect now to secure your spot or collaborate on a unique idea that scores big with guests and fans. Email BFSworldcup@ballsfoods.com or reach out to your Ball's contact.

IN-STORE ADVERTISING

WEEKLY
FLYER



**WEEKLY PRINT AD FEATURE -
HEN HOUSE, SUNFRESH & PAYLESS**
Receive prominent placement in our weekly print ad. Placement will be determined based upon availability and product ordering timeline.

- Potential Reach: 370,000 per week
- Deadline: 8 weeks prior to start of promotion month

Cost:
Front Page: \$1500
Inside Page: \$750
Special Events: \$1000

IN-STORE ADVERTISING

MONTHLY FLYER

MONTHLY IN-STORE FLYER - HEN HOUSE, PRICE CHOPPER, SUNFRESH & PAYLESS
Runs 4 weeks. Receive prominent placement in our monthly flyer. Placement will be determined based upon availability and product offering time line.



- Product Display in aisle where possible.
- Displays and Signage are audited every month as part of Support Office Walks
- We commit/invest 10-15% margin on our side
- Special Signage/POS tailored specifically for our Flyers
- 9 out of 10 times we beat Hy-Vee on Price Checks
- Social Media
- We experience an average lift of 300% in volume
- We strive to have items in each aisle every month, but we cannot accept too many in any given month
- Deadline Schedule: Available upon request

Cost:
Price Chopper : \$1300 - Hen House: \$900
Sunfresh: \$200 - Payless: \$100

MONTHLY EMAIL

WEEKLY EMAIL PUSH (MONTHLY) - HEN HOUSE
Obtain advertising space on Hen House's weekly email program, which reaches over 36,000 loyal Hen House customers each week.



- Monthly Sponsors receive:
 - Prominent placement on email template
 - Link to vendor website, or dedicated page on henhouse.com channels
 - Month-long awareness
 - Limit 12 Sponsors (1 per month)
 - 1 Demo per store
 - Deadline: 8 weeks prior to start of promoted month

Cost: \$1,000 per month

CROSS MERCHANDISING

CROSS MERCHANDISING COOLER/FROZEN DOOR SUCTION CUP SHELF PROGRAM - HEN HOUSE & PRICE CHOPPER
Receive prominent placement of your product on the freezer doors.



- Can purchase more than one shelf
- Can purchase for multiple quarters

Cost: \$40 per shelf per quarter = \$1,040 for all 22 stores per shelf (Hen House & Price Chopper)

IN-STORE ADVERTISING

PRIORITY END-CAP

PRIORITY END-CAP PROGRAM (YEAR ROUND) - HEN HOUSE & PRICE CHOPPER
Push items receive heavy focus and prominent display activity during a one-month time period. This is a great way to emphasize and introduce a product to a customer that may not normally purchase the item. End-Cap displays are available in Grocery, Frozen Foods and Dairy.



HEN HOUSE MARKET

- Guaranteed priority placement on -high-traffic end-caps
- Over 140,000 customers per week
- Program TPR- 100% of Any Allowance (A-Maps, Bill Backs, Scans) will be passed through the promotion period
- 1 Non-Feature Placement in the Weekly Circular during the promotion period
- 9 stores participating in program
- Deadline: 6 weeks prior to start of promoted month

Cost: \$4,000 (4-Week Partnership)

PRICE CHOPPER

- Guaranteed priority placement on high-traffic end-caps
- Over 200,000 customers per week
- Program TPR- 100% of Any Allowance (A-Maps, Bill Backs, Scans) will be passed through the promotion period
- 13 Stores participating in program
- Deadline: 6 weeks prior to start of promoted month

Cost: \$6,000 (4-Week Partnership)

WEEKLY CHECK STAND

WEEKLY CHECK STAND - HEN HOUSE & PRICE CHOPPER
Receive prominent placement of your product at the check stand for one month with our new LED lit shelves.



- 7 Hen House Stores
- Deadline: 8 weeks prior to start of promoted month

Cost: \$1500

- 13 Price Chopper Stores
- Deadline: 8 weeks prior to start of promoted month

Cost: \$2000

IN-STORE RACK PROGRAM

IN-STORE RACK PROGRAM -HEN HOUSE, PRICE CHOPPER, SUN FRESH & PAYLESS
Receive prominent placement of your product throughout the store.



- 13 Price Chopper Stores, 9 Hen House Stores, 2 Sun Fresh Stores and 1 Payless Store

Cost: \$1200 (per year)

IN-STORE ADVERTISING

WALL OF VALUE

WALL OF VALUE - PRICE CHOPPER

4 weeks long on display at the front and center of the store.
• 12 Price Chopper Stores



Cost: \$1200

IN-STORE DEMOS WEEKLY

IN-STORE DEMOS (WEEKLY) - HEN HOUSE, PRICE CHOPPER & SUN FRESH

Sample your products in Hen House, Price Chopper & Sun Fresh stores to gain awareness for your product and offer customers an incentive to purchase. A coupon offering may be provided by the vendor that is .55 cents or greater off the product. PLU numbers will be developed for redemption at the register.



- Sponsors receive:
 - Dedicated event at one or multiple locations on a specific date
 - Dedicated space inside the store for the event demonstration
 - Coupon offering for clients
 - Potential Reach: 375,000 customers per week
 - Limit: Negotiated with Category Manager
 - Deadline: 8 weeks prior to start of promotion month

Cost: Event Only, Local Vendor: \$200
Event Only, National Marketing Companies: \$300

CUSTOM PROMOTIONS

CUSTOM PROMOTIONS - HEN HOUSE, SUNFRESH & PAYLESS

Generate higher sales on your products by offering custom promotions.



- Examples include:
- Buy This, Get That (i.e. "Buy hot dogs, get the buns free")
 - BOGO: Buy One Get One FREE
 - Buy X, Get \$1 Off
 - Buy X Units, Get \$X Off (i.e. Buy 5, Get \$5)
 - Potential Reach: 370,000 per week
 - Deadline: 8 weeks prior to start of promotion month

Cost:
Front Page: \$1500

BUY ONE
BOGO
GET ONE FREE

WINE & SPIRITS



MONTHLY AD - HARRY'S LIQUOR

Digital monthly ad posted to our website.

PAIRINGS - HARRY'S LIQUOR

We can help show your product off by showing what it is best served with... from which of your beers should be served with your guests' roast chicken to which of your gins should be served with their shrimp cocktail.

MIXOLOGY

Your product's already killing it — but we can take it next level. The real question? Do your customers know what they're missing. Let's wake 'em up to the power of mixing.

SELECTION

Making your consumers aware of products before they are available in stores will help them disappear from the shelves sooner. Contributing to our collection of allocated whiskeys, bourbons, or spirits is beneficial for all who are involved. Our loyalty and dedication will move your product.

TASTINGS

Many will purchase the same thing each time that they visit their favorite store. They are afraid of change without sampling first. We can help them experience this, and have an opportunity with different products each month.

Accommodations for our guests include but are not limited to: Wine/Beer Clubs, access to Private Reserve Whiskeys, limited Craft Beer in our Pick Six, and Kegs available in select stores.

Cost: \$200 + product



LOCATIONS

207 N. E. Englewood Rd.
Kansas City, MO 64118

12220 S. 71 Highway
Grandview, MO 64030

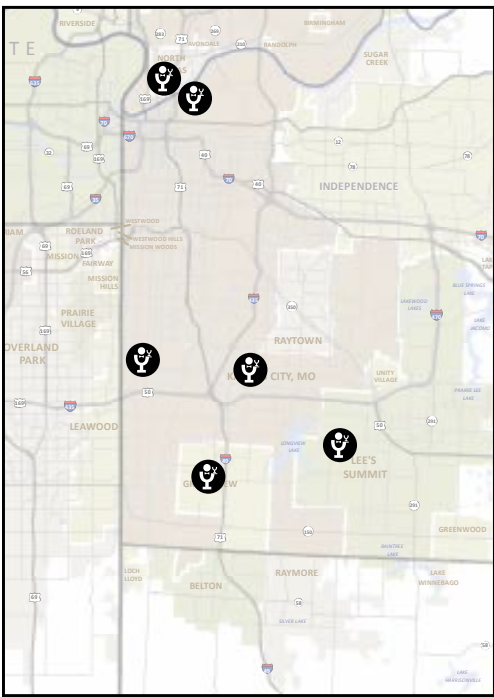
5665 E. Bannister Road
Kansas City, MO 64137

8430 Wornall Road
Kansas City, MO 64114

500 N.E. Barry Road
Kansas City, MO 64155

520 S. Commercial Street
Harrisonville, MO 64701

1600 S.E. Blue Parkway
Lee's Summit, MO 64063



WWW.HARRYSLIQUOR.COM

DIGITAL OFFERINGS

HOSTED RECIPE VIDEOS - HEN HOUSE

BARI GIRLS:

Have your brand and selected products featured in a recipe video hosted by The Bari Girls, a dynamic mother/daughter duo focused on maintaining a healthy lifestyle.



HOSTED RECIPE VIDEOS



Cost: One Sponsored Video \$1,000
Two Sponsored Videos \$1,500

MASTER CHEF JASPER MIRABILE:

Have your brand and selected products featured in a recipe video hosted by beloved Kansas City chef, Jasper Mirabile, owner of Jasper's Italian Restaurant and Marco Polo's Italian Market.

Cost: One Sponsored Video \$1,500
Two Sponsored Videos \$2,500

- Potential Reach: 36,000+ through email
- Sponsor receives:
 - Hosted Recipe Video
 - Recipe Video Posted on Facebook and Instagram with Allocated Ad Spend for Facebook Post
 - Recipe Video Featured in Email to Hen House Customers (36,000+)
 - Recipe Video Featured on Hen House Website
 - Recipe Video Posted to Hen House YouTube Channel
 - Deadline: 2 weeks prior to promotion



INFLUENCERS - HEN HOUSE

Mentioned on their platforms and our store platform on social media with a minimum of 30k followers.

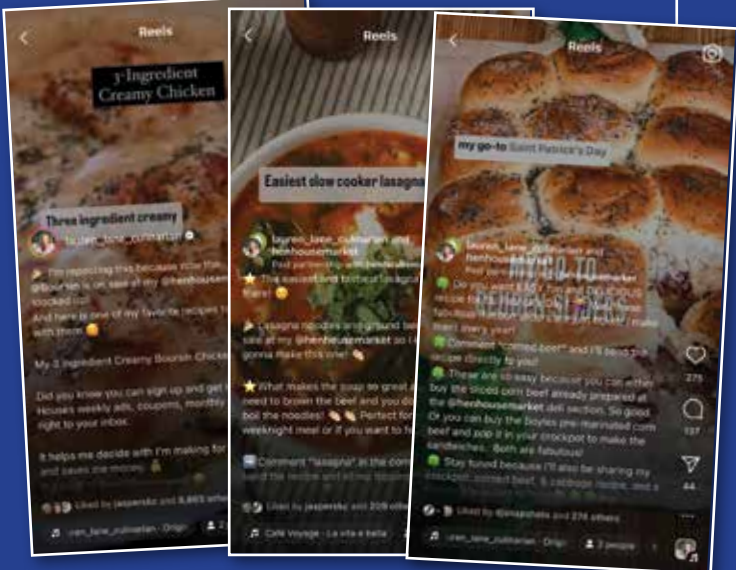
VARIOUS INFLUENCERS AND COLLABORATORS



INFLUENCERS



Cost: One week campaign \$500
Four week campaign \$1,500



DIGITAL OFFERINGS

DIGITAL COUPONS - HEN HOUSE, SUNFRESH & PAYLESS - TBD

Keep Saving with Personalized Emails



DIGITAL COUPONS

We make sure our customers save on items they love by sending personalized emails. Every month, we send out over 240,000 emails featuring products our customers want to buy. Plus, we offer a special coupon on henhouse.com for an entire month.

On average, our emails get 500 clicks.

Cost: Coupon redemption + \$100



DIGITAL CAMPAIGNS - HEN HOUSE

Maximize Your Digital Reach with Hen House



Feature your products across multiple on-line and social media platforms with Hen House. By leveraging social media through Facebook, Pinterest, Instagram, Email and Web, we'll deliver a co-branded message that reaches over 1 million impressions. Our engaged and established audiences ensure your message connects with consumers in highly interactive media channels.

FACEBOOK/INSTAGRAM



DIGITAL CAMPAIGNS

Each platform will receive a dedicated one-week co-branded campaign, achieving approx. 1 million impressions.

WEB SLIDER



- Social Media
 - Facebook
 - Instagram
 - Pinterest
- Email
- henhouse.com
- With option for video/reel production
- Package includes recap of performance across all channels

Cost: One week campaign \$500

SPECIAL EVENTS



45TH ANNUAL BALL'S CHARITY GOLF CLASSIC

This annual "day of fun with a purpose" event helps provide financial support to many children who are in need throughout the Kansas City metropolitan area through KVC Health Systems and several other local charities.
Event Date: TBD

Companies may sponsor at three (3) levels :
Gold Level - 6 Golfers
Silver Level - 3 Golfers
Bronze Level - 2 Golfers
Individual Entry (Limited to Availability)



OTHER SPONSORSHIP OPPORTUNITIES: Par 3 Hole Sponsor

Flag on the hole and \$250 Hen House Gift Card in your company name to the winner of the contest on your sponsored Par 3. Other hole sponsorships are available. (Limited to 8 - Par 3 Sponsors between the National and the Deuce golf courses. Contact Eugene Eubanks at the Ball's office for additional information regarding other hole sponsorships.)

Sponsorships are available for different golf items made available as gifts to the participants at the Classic each year. These items can range from a cost of \$3500 up to \$8000 depending on what the product is. Golf player gift items available for sponsoring are golf gloves, golf towels, golf hats, golf balls, divot tools, ball markers, etc. Sponsorship would entitle your company's logo to be placed in a prominent place on the product and each participant would receive one of those items on the day of the event. Contact Eugene Eubanks at the Ball's office for additional information.



ORDER FORM

(SIGN UP NOW!)

TELL US ABOUT YOU *(all fields required)*

FIRST NAME _____ LAST NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE NUMBER _____

EMAIL _____

MARKETING PROGRAMS *(check all that apply)*

WEEKLY AD

- ☐ HEN HOUSE WEEKLY AD FEATURE
- ☐ PRICE CHOPPER WEEKLY AD FEATURE
- ☐ SUNFRESH WEEKLY AD FEATURE

FRNT PG: \$1500 • INSIDE PG: \$750 • SPECIAL EVENTS: \$1000

MONTHLY FLYER

- ☐ HEN HOUSE MONTHLY AD FEATURE - \$900
- ☐ PRICE CHOPPER MONTHLY AD FEATURE - \$1300
- ☐ SUNFRESH MONTHLY AD FEATURE - \$200
- ☐ PAYLESS MONTHLY AD FEATURE - \$100
- ☐ HEN HOUSE CUSTOM PROMOTIONS FRNT PG - \$1,500
INSIDE PG - \$1,000
- ☐ HEN HOUSE PRIORITY END CAPS - \$4,000
- ☐ PRICE CHOPPER PRIORITY END CAPS - \$6,000
- ☐ HEN HOUSE MOBILE APP
- ☐ PRICE CHOPPER CROSS-MERCHANDISING COOLER/FROZEN DOOR
SUCTION CUP - \$40 PER SHELF, PER QUARTER
- ☐ SUNFRESH CROSS-MERCHANDISING COOLER/FROZEN DOOR
SUCTION CUP - \$40 PER SHELF, PER QUARTER
- ☐ HEN HOUSE WEEKLY CHECK STAND PROGRAM - \$1,500
- ☐ PRICE CHOPPER WEEKLY CHECK STAND PROGRAM - \$2,000
- ☐ HEN HOUSE IN-STORE RACK PROGRAM - \$1,200 PER YEAR
- ☐ PRICE CHOPPER IN-STORE RACK PROGRAM - \$1,200 PER YEAR
- ☐ SUN FRESH IN-STORE RACK PROGRAM - \$1,200 PER YEAR
- ☐ PAYLESS IN-STORE RACK PROGRAM - \$1,200 PER YEAR

- ☐ PRICE CHOPPER WALL OF VALUE - \$1,200
- ☐ HEN HOUSE IN-STORE DEMO PROGRAM - \$100 or \$200
- ☐ PRICE CHOPPER IN-STORE DEMO PROGRAM - \$100 or \$200
- ☐ SUNFRESH IN-STORE DEMO PROGRAM - \$100 or \$200
- ☐ HISPANIC NEW ITEM PROGRAM
- ☐ WINE & SPIRITS \$200 + PRODUCT
- ☐ HEN HOUSE WEEKLY EMAIL PUSH PROGRAM \$1,000 PER MONTH
- ☐ HEN HOUSE, PRICE CHOPPER & SUNFRESH MONITOR PROGRAM - \$1,000 MONTHLY
- ☐ HEN HOUSE DIGITAL COUPONS - \$100 + COUPON REDEMPTION
- ☐ HEN HOUSE DIGITAL CAMPAIGNS - \$500 PER WEEK
- ☐ HEN HOUSE BARI GIRLS RECIPE VIDEO - \$1,000 (1) \$1,500 (2)
- ☐ HEN HOUSE JASPER RECIPE VIDEO - \$1,500 (1) \$2,500 (2)
- ☐ INFLUENCERS - \$500 (1WK) \$1,500 (4WK)

BALLS 45TH ANNUAL GOLF TOURNAMENT

- ☐ GOLD - 6 GOLFERS - TBD
- ☐ SILVER - 4 GOLFERS - TBD
- ☐ BRONZE - 2 GOLFERS - TBD
- ☐ INDIVIDUAL ENTRY, LIMITED AVAILABILITY - TBD

2026 WORLD CUP

- ☐ YES, LET'S DESIGN A WINNING PLAY TOGETHER
- ☐ NO, NOT INTERESTED AT THIS TIME

Balls Food Stores

PROUDLY SERVING OVER 1,000,000 SHOPPERS
EVERY WEEK IN THE KANSAS CITY MARKET!



STORE LOCATIONS:

- 15000 W. 87th St., Lenexa, KS 66215-4160
- 4050 W. 83rd, Prairie Village, KS 66208-5301
- 11721 Roe Ave., Leawood , KS 66211-2605*
- 8120 Parallel Pkwy., Kansas City, KS 66112-2011
- 6950 Mission Rd., Prairie Village, KS 66208-2609
- 13600 S. Blackbob, Olathe, KS 66062-1934
- 6900 W. 135th, Overland Park, KS 66223-4800
- 11930 College Blvd., Overland Park, KS 66210-3943
- 2724 W. 53rd St., Fairway, KS 66205-1705



STORE LOCATIONS:

- 7600 State Ave., Kansas City, KS 66112-2820
- 207 NE Englewood Rd, Kansas City, MO 64118*
- 4950 Roe, Roeland Park, KS 66205-1110
- 12220 S. 15th St., Grandview, MO 64030-1130*
- 5665 E Bannister Rd., Kansas City, MO 64137*
- 8430 Wornall, Kansas City, MO 64114-5812*
- 2107 S. 4th St., Leavenworth, KS 66048-4555
- 500 N.E. Barry Rd., Kansas City, MO 64155-2879*
- 7000 W. 75th, Overland Park., KS 66204-3029
- 520 S. Commercial, Harrisonville, MO 64701-1282*
- 12010 W. 63rd St., Shawnee, KS 66216-1867
- 15970 S. Mur-Len Rd., Olathe, KS 66062-1606
- 1600 S.E. Blue Pkwy., Lee’s Summit, MO 64063-3982*



STORE LOCATIONS :

- 241 S. 18th St., Kansas City, KS 66102
- 2803 S. 47th St., Kansas City, KS 66106



STORE LOCATION :

- 2101 E. Santa Fe St., Olathe, KS 66062



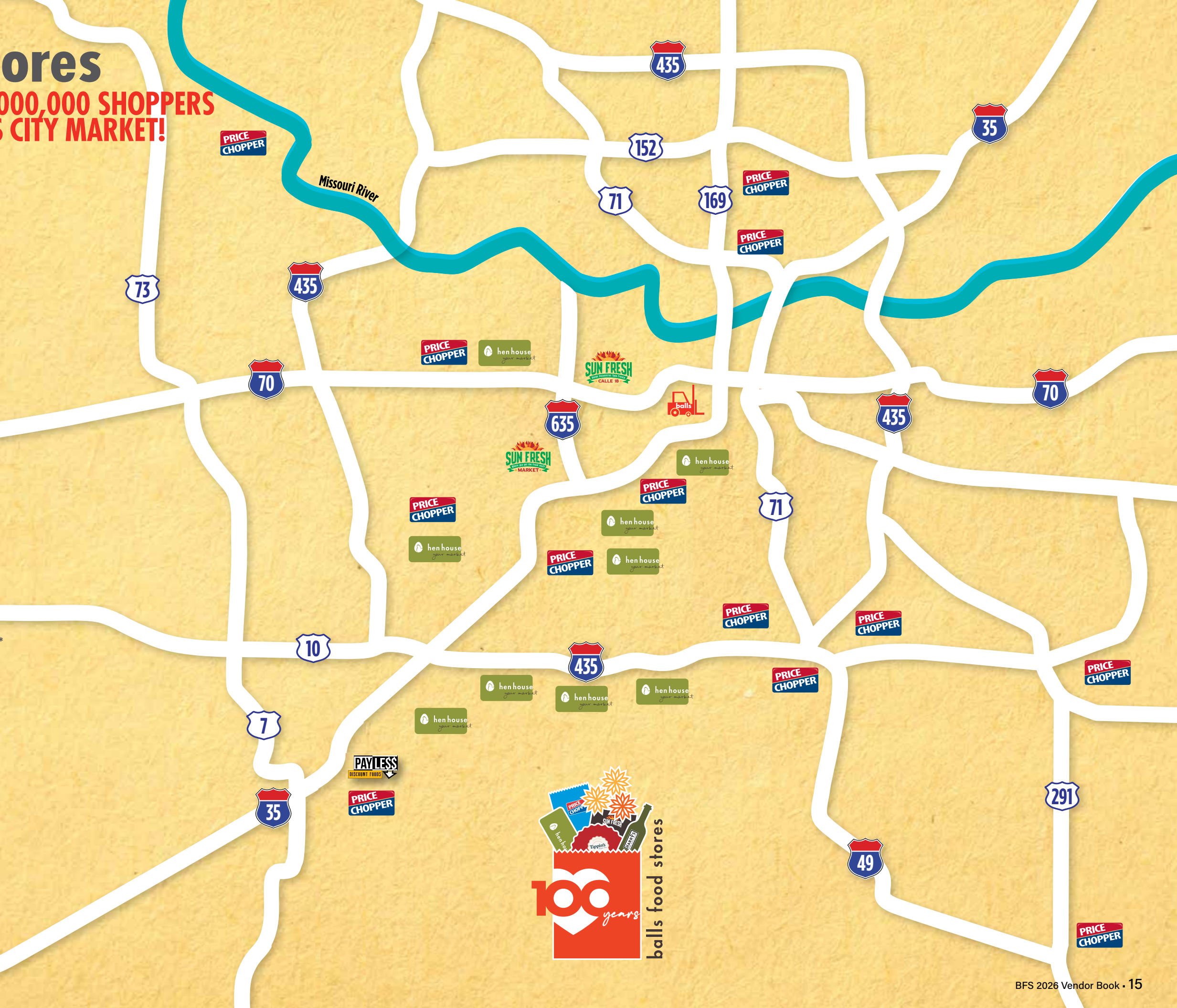
*Harry’s Locations



CENTRAL WAREHOUSE

LOCATION :

- 1601 Saint Louis Avenue, Kansas City, MO 64101





**we
are**



KANSAS CITY