

# SPONSORSHIP GUIDE



**FEBRUARY 2 - 3 | KINGSMILL RESORT**  
**WILLIAMSBURG, VA**

## **Virginia Retail matters to us. We know it matters to you, too.**

Since 1903, we have been a community of retailers and service providers meeting challenges, seizing opportunity, and providing unparalleled support for the purpose of growing retailpreneurs. These businesses are a key contributor to the local, regional, and state economy. Virginia Retail Matters because these people matter.

We are champions for the retail industry. We believe in creating relationships built on trust. We have proven that through our 120-year track record of demonstrating the ability to shift and meet the ever-changing needs of retailers.

### **OUR MISSION**

Championing the  
individual success of  
retailers through  
education, advocacy,  
and connections

# RETAIL THERAPY

Unwind, recharge, and discover the perfect balance between self-care and business growth at this one-of-a-kind retreat. Connect with like-minded female entrepreneurs and tap into the healing power of self-care practices.

## Reasons to Sponsor

### CONNECTIONS

Create connections and collaborate with like-minded women.

### AWARENESS

Raise awareness of your brand through promotion in marketing and event materials.

### COMMUNITY

Show your support of women in the retail industry and their value to the economy and community.



### INSIGHTFUL WORKSHOPS

Learn from experts who will share their secrets to success and help you develop strategies to enhance your business.



### WELLNESS SESSIONS

Recharge your body and mind with yoga, meditation, and mindfulness activities to boost your overall well-being.



### NETWORKING OPPORTUNITIES AND HEADSHOTS

Connect with fellow women business owners, exchange ideas, and build valuable connections for your business' growth. We will also be providing complimentary headshots.



### RELAXATION AND FUN

Take a break from the hustle and bustle of everyday life by attending this retreat that will bring a relaxing environment. You will leave feeling refreshed and inspired.

# SPONSOR LEVELS

## MARKETING AND BRANDING EXPOSURE

- Branding (logo in event branding) as Exclusive Presenting Sponsor on event materials.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Name on printed retreat schedule.
- Opportunity to include a welcome letter to attendees in gift bag.

## ON-SITE PROMOTION

- Speak and/or show promo video of your organization at the event (5 mins total).
- 2 tickets to the event.
- Company logo on banners/posterboards and pre-roll video at event.
- Opportunity to display your own pull-up banner in registration area.

## MEDIA & PR

- Inclusion in media release(s) relating to the events.



## MARKETING AND BRANDING EXPOSURE

- Branding as Platinum Sponsor on event materials.
- Promotion in all social posts, emails, e-newsletters, event page, etc.
- Name on printed retreat schedule.

## ON-SITE PROMOTION

- 2 tickets to the event.
- Company logo on banners/posterboards and pre-roll video at event.

## MEDIA & PR

- Inclusion in media release(s) relating to the events.



## MARKETING AND BRANDING EXPOSURE

- Branding as Gold Sponsor on event materials.
- Promotion in social posts, emails, e-newsletters, event page, etc.
- Name on printed retreat schedule.

## ON-SITE PROMOTION

- 1 ticket to the event.
- Company logo on banners/posterboards and pre-roll video at event.

## MEDIA & PR

- Inclusion in media release(s) relating to the events.



## MARKETING AND BRANDING EXPOSURE

- Branding as Wellness Sponsor on event materials.
- Promotion in social, emails, e-newsletters, event page, etc.
- Name on printed retreat schedule

## ON-SITE PROMOTION

- 1 ticket to the event.
- Company logo on banners/posterboards and pre-roll video at event.



# OUR TEAM



**Jenny Crittenden**

President/CEO



**Kylie Ross Sibert**

VP, Marketing & Communications



**Megan Martin**

Regional Membership  
Account Executive



**Abby Schiano**

Marketing and Member  
Engagement Specialist



**Jess Haley**

Director of Events

## Contact Us

Show your support by sponsoring this signature event! Purchase your sponsorship now by visiting [retailalliance.com/events](https://retailalliance.com/events)

Contact:

### **For sponsorships:**

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Vice President, Marketing & Communications  
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Tel: (757) 338-4200

### **For event information:**

Jess Haley  
Director of Events  
[jhaley@retailalliance.com](mailto:jhaley@retailalliance.com)  
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