

## SPONSORSHIP GUIDE

# RETAILPRENEUR SERIES

**3-PART SERIES  
MONTHLY**



**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.

A circular graphic with an orange border and a white inner circle. The text 'Our Mission' is at the top, followed by 'Championing the individual success of retailers through education, advocacy, and connections' in a smaller font.

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

# Retailpreneur Series

The Retailpreneur Series is an engaging and comprehensive three-part virtual education series designed to empower aspiring entrepreneurs and seasoned business professionals in the dynamic world of retail. This series delves into the intricacies of the retail industry, offering invaluable insights, strategies, and practical knowledge to navigate the challenges and capitalize on opportunities.

## Reasons to Sponsor

Your sponsorship investment allows us to bring together our retail community and give them the necessary tools that empower them to grow their business, be great leaders, and stay on top of cutting-edge trends.



### Topics



### Navigating & Leveraging Trends



### Financial Responsibility & Opportunities



### Social Media Engagement



### Cyber Security/Physical Security & Loss Prevention

# Sponsor Levels

## MARKETING AND BRANDING EXPOSURE

- Branding (logo in event branding) as Exclusive Annual Presenting Sponsor on event materials.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Optional prerecorded video to promote your business and talk about why you chose to sponsor this series.
  - Video to appear at the beginning of each section (3 in total).
- Unlimited number of reserved spots in class for you and your employees.



## MARKETING AND BRANDING EXPOSURE

- Branding (logo in event branding) as Series Sponsor on event materials.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Unlimited number of reserved spots in class for you and your employees for the 3-part series that you choose to sponsor.



# Our Team



**Jenny Crittenden**

**President/CEO**



**Kylie Ross Sibert**

**VP, Marketing & Communications**



**Megan Martin**

**Regional Membership  
Account Executive**



**Abby Schiano**

**Communications and  
Member Engagement**



**Jess Haley**

**Director of Events**

## Contact Us

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

Contact:

### For sponsorships:

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### For event information:

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Director of Events  
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