



# RETAIL ALLIANCE

## PARTNERSHIP PACKET 2025

### INVEST IN YOUR BUSINESS

Boost your business profile while supporting the growth of Retail Alliance and the Hampton Roads retail community. With our Annual Partnerships, members gain valuable recognition through a variety of impactful opportunities.

### INVEST IN YOUR COMMUNITY

Retail Alliance partners with retailpreneurs to foster a thriving retail community. Through professional development, collaboration, innovation, advocacy, and shared values, we work together to shape the future of retail. As the leading non-profit retail trade association in Hampton Roads, we are dedicated to championing the retail industry and empowering its growth.

RETAILALLIANCE.COM

# 2025 STRATEGIC PARTNER PACKAGE

Retail Alliance is your ally in fostering a vibrant retail community. Through professional growth, collaboration, innovation, a unified voice, and shared values, we shape the future of retail alongside our members. As the foremost non-profit retail trade association in Hampton Roads, Retail Alliance passionately advocates for the retail industry.

## CORE BENEFITS OF ALL LEVELS OF MEMBERSHIP

- Opportunity for a full scholarship (worth \$1,200) to Certificate in Retail Operations (CROps)
- Social media calendar templates, holiday, and seasonal social media graphics
- Member Directory listing
- Access to member-only Resource Library of templates, policies, guides, recordings of webinars, and more
- Events listed in email newsletter upon request
- Member spotlight opportunity (video/blog post) – first come, first served (12 in total)
- Opportunity to submit a guest blog post displaying your expert knowledge
- Access to Member-only Facebook group
- Public relations consulting with RA team
- Photography headshot opportunity at our annual meeting
- Member-to-member discounts
- Complimentary or discounted tickets to events
- Access to advocacy member-only content and lobbyist
- Mystery shopping at a discounted rate
- Retail consultation at a discounted rate

## ADDITIONAL BENEFITS OF BEING A STRATEGIC PARTNER

**In addition to our core member benefits, Strategic Partners receive:**

- Opportunity to sponsor events before they open to the public.
- Reserved seating at sponsored events.
- Extensive promotion at events, digital and print communications, and web exposure.
- Featured listing in Member Directory.

## IT'S AS EASY AS 1, 2, 3

**STEP 1:** Select a strategic partner level (details below and in following pages)

**STEP 2:** Select the events and sponsorship level you would like to support (details of sponsorship opportunities in following pages)

**STEP 3:** Complete and sign the Strategic Partner agreement and send this, along with your sponsorship choices to [communications@retailalliance.com](mailto:communications@retailalliance.com). Feel free to ask any questions.

### STRATEGIC PARTNER PACKAGES:

DIAMOND PARTNER — \$15,000  
PLATINUM PARTNER — \$10,000  
GOLD PARTNER — \$7,500  
SILVER PARTNER — \$5,000  
BRONZE PARTNER — \$2,500  
BRASS PARTNER — \$1,500

#### INCLUDES:

- **\$250 MEMBERSHIP** (INCLUDED AT NO EXTRA COST)
- **SPONSORSHIP:**
  - Every cent of your investment will be put towards sponsorships of your choice (outlined in following pages)\*.
- **ADDITIONAL PUBLICATION / WEB EXPOSURE:**
  - Logo included in RA member emails as Strategic Partner
  - Featured listing in online Member Directory as Strategic Partner
  - Recognition in event presentation and/or Program for sponsored events
  - Press Release posted on Retail Alliance website (3)
  - Advertising in Retail Alliance Email Newsletter (3)
  - Logo/Link on Retail Alliance Home Page Strategic Partner Slider on website.
- **MEMBER DIRECTORY LISTINGS:**
  - All brick-and-mortar locations for your organization will be included in our online member directory at no extra cost.

*\*We'll do our best to accommodate your choices, but it will be based on a first come, first served basis.*

## BUILD YOUR PARTNER PACKAGE

BUSINESS NAME: \_\_\_\_\_

### STEP 1: Select a strategic partner level

- |   |  |
|---|--|
| <input type="radio"/> DIAMOND PARTNER — \$15,000  | <input type="radio"/> SILVER PARTNER — \$5,000 |
| <input type="radio"/> PLATINUM PARTNER — \$10,000 | <input type="radio"/> BRONZE PARTNER — \$2,500 |
| <input type="radio"/> GOLD PARTNER — \$7,500      | <input type="radio"/> BRASS PARTNER — \$1,500  |

### STEP 2: Check the events, sponsorship level, tickets, etc. you would like to purchase.

If you'd like to learn more about the following events, please visit [retailalliance.com/events-overview](http://retailalliance.com/events-overview)

#### CORE MEMBERSHIP (INCLUDED AT NO ADDITIONAL COST)

#### RETAILPRENEUR SERIES (*Monthly - virtual*)

- Annual Presenting Sponsor— \$1,000 (exclusive) SOLD**
  - Branding (logo in event branding) as Annual Presenting Sponsor on event materials.
  - Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
  - Optional prerecorded video or opportunity within webinar 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.
- Series Sponsor—\$500 (series incorporates 3 webinars)**
  - 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 chose to sponsor.
- Tickets — No charge**

#### RETAIL 360 – IGNITING CONVERSATIONS, SHARING SOLUTIONS, AND CONNECTING RESOURCES (*March and May – 4 total Southside 2 and Peninsula 2*)

- Annual Presenting Sponsor—\$2,000 (includes Southside and Peninsula) (exclusive)**
  - Branding (logo in event branding) as Presenting Sponsor on event materials.
  - Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
  - Speak at the event (2-3 mins total).
  - Opportunity to display your own pull-up banner in registration area.
  - Opportunity to be a subject matter expert
- Host Sponsor—In-kind trade of venue, food & beverage**
- Tickets—No charge**

**VIRGINIA RETAIL MATTERS (Annual - September)**

**Presenting Sponsor—\$10,000 (exclusive)**

- Branding (logo in event branding) as Presenting Sponsor on event materials.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Full page ad in event program plus logo on sponsor page.
- Opportunity to include a letter to attendees in program.
- Full-page advertisement on inside back page of Virginia Retail Matters report handout.
- Speak and/or show promo video of your organization on stage at the event (2-3 mins total).
- Table sponsorship (8 tickets) including logo on table signage.
- Company logo on banners/posterboards at event.
- Company logo on pre-roll video at event as well as on sponsor page, and logo on every page of presentation.
- Opportunity to display your own pull-up banner in registration area.
- Inclusion in media release(s) relating to the events.

**Platinum Sponsor—\$5,000**

- Branding as Platinum Sponsor on event materials.
- Promotion in all social posts, emails, e-newsletters, event page, etc.
- Full page ad in event program plus logo on sponsor page.
- Run of report full-page advertisement in report handout.
- Table sponsorship (8 tickets) including logo on table signage.
- Company logo on banners/posterboards at event.
- Company logo on pre-roll video at event as well as on sponsor page in presentation.
- Inclusion in media release(s) relating to the events.

**Gold Sponsor—\$2,500**

- Branding as Gold Sponsor on event materials.
- Promotion in social posts, emails, e-newsletters, event page, etc.
- 1/2 page ad in event program plus logo on sponsor page.
- Table sponsorship (8 tickets) including name of organization on table signage.
- Company logo on banners/posterboards at event.
- Company logo on pre-roll video at event as well as on sponsor page in presentation.

**Silver Sponsor—\$1,000**

- Branding as Silver Sponsor on event materials.
- Promotion in social, emails, e-newsletters, event page, etc.
- 1/4 page ad in event program plus logo on sponsor page.
- 4 tickets to Virginia Retail Matters.
- Company logo on banners/posterboards at event.
- Company logo on pre-roll video at event as well as on sponsor page in presentation.

**Bronze—\$500**

- Branding as Bronze Sponsor on event materials.
- Promotion in social, emails, e-newsletters, event page, etc.
- 1/8 page ad in event program plus logo on sponsor page.
- 2 tickets to Virginia Retail Matters.
- Company logo on banners/posterboards at event.
- Company logo on pre-roll video at event as well as on sponsor page in presentation.

**Table Sponsor—\$500**

- 8 tickets to event plus name of organization on table signage.

**Tickets—\$65 member / \$80 non-member (individual) Qty: \_\_\_\_\_ = \$ \_\_\_\_\_**

**RETAIL THERAPY – WOMEN’S RETREAT (Annual overnight event - February)**

**Presenting Sponsor—\$2,500 (exclusive) SOLD**

- Branding (logo in event branding) as 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.
- Speak and/or show promo video of your organization at the event (2-3 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.
- Inclusion in media release(s) relating to the events.

**Platinum Sponsor—\$1,500**

- Branding as Platinum Sponsor on event materials.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Name on printed retreat schedule.
- 2 tickets to the event.
- Company logo on banners/posterboards and pre-roll video at event.
- Inclusion in media release(s) relating to the events.

**Gold Sponsor—\$750**

- Branding as Gold Sponsor on event materials.
- Promotion in all social posts, emails, e-newsletters, event page, etc.
- Name on printed retreat schedule.
- 1 ticket to the event.
- Company logo on banners/posterboards and pre-roll video at event.

**Wellness Sponsor—\$500**

- Branding as Wellness Sponsor on event materials.
- Promotion in all social posts, emails, e-newsletters, event page, etc.
- Name on printed retreat schedule.
- Company logo on banners/posterboards and pre-roll video at event.

**Tickets—\$300 member / \$375 non-member (individual) Qty: \_\_\_\_\_ = \$ \_\_\_\_\_**

**Tickets—\$450 member / \$525 non-member (shared rm) Qty: \_\_\_\_\_ = \$ \_\_\_\_\_**

**SHOP N SHUTTLE – MILITARY SPOUSE EVENT (Bi-annual events - September & June)**

**Presenting Sponsor—\$5,000 (exclusive for both)**

- Branding (logo in event branding) as Presenting Sponsor on event materials.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Name on printed event guide.
- Acknowledged as sponsor of gift card given to each attendee.
- Opportunity to display your own pull-up banner in registration area.
- Inclusion in media release(s) relating to the events.

**Platinum Sponsor—\$2,500 (for both)**

- Branding as Platinum Sponsor on event materials.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Name on printed event guide.
- Opportunity to display your own pull-up banner in registration area.

**Gold Sponsor—\$1,500 (choice of May or September event)**

- Branding as Gold Sponsor on event materials.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Name on printed event guide.
- Opportunity to display your own pull-up banner in registration area.

**Gift Card Sponsor (minimum of \$25)**

- Branding as Gift Card Sponsor on event materials.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Name and location printed on event guide.

**ANNUAL MEETING incl. Retailer of the Year Awards (Annual - November)**

**Presenting Sponsor—\$5,000 (exclusive)**

- Branding (logo in event branding) as Presenting Sponsor on event materials.
- Opportunity to present Lifetime Achievement Award.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Full page ad in event program plus logo on sponsor page.
- Speak and/or show promo video of your organization on stage at the event (5 mins total).
- 8 tickets to event.
- Company logo on banners/posterboards at event.
- Company logo on pre-roll video at event as well as on sponsor page, and logo on every page of presentation.
- Opportunity to display your own pull-up banner in registration area.
- Inclusion in media release(s) relating to the events.

**Retailer of the Year Award Sponsor—\$2,500 each (exclusive)**

- Growth & Innovation Award**  
 **Ray's Rising Star Award**

- Community Impact Award**  
 **Retail Ally Award**

- Opportunity to present Award at event.
- Branding as Award Sponsor on event materials.
- Promotion in social posts, emails, e-newsletters, event page, etc.
- 1/4 page ad in event program plus logo on sponsor page.
- 6 tickets to event.
- Company logo on banners/posterboards at event.
- Company logo on pre-roll video at event as well as on sponsor page in presentation.

**Gold Sponsor—\$1,000**

- Branding as Gold Sponsor on event materials.
- Promotion in social posts, emails, e-newsletters, event page, etc.
- Full page ad in event program plus logo on sponsor page.
- 4 tickets to event.
- Company logo on banners/posterboards at event.
- Company logo on pre-roll video at event as well as on sponsor page in presentation.

**Silver Sponsor—\$500**

- Branding as Silver Sponsor on event materials.
- Promotion in social posts, emails, e-newsletters, event page, etc.
- 1/2 page ad in event program plus logo on sponsor page.
- 2 tickets to event.
- Company logo on banners/posterboards at event.
- Company logo on pre-roll video at event as well as on sponsor page in presentation.

**Tickets—\$40 member / \$60 non-member (individual) Qty: \_\_\_\_\_ = \$ \_\_\_\_\_**

**STEP 3: Once you have completed Steps 1 and 2, complete and sign the Strategic Partner agreement below and send the document to [communications@retailalliance.com](mailto:communications@retailalliance.com).**

BUSINESS NAME: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

Any questions, please contact Kylie Ross Sibert, [ksibert@retailalliance.com](mailto:ksibert@retailalliance.com)