

2026

STRATEGIC

PARTNER

PACKET

INVEST IN YOUR BUSINESS

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

INVEST IN YOUR COMMUNITY

Retail Alliance partners with retail entrepreneurs 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.

2026 STRATEGIC PARTNER PACKAGE

CORE BENEFITS OF ALL LEVELS OF MEMBERSHIP

- Opportunity for a full scholarship (worth \$1,200) to Certificate in Retail Operations (CROps)
- Member Directory listing on website
- 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
- Opportunity to submit a guest blog post displaying your expert knowledge
- Access to Member-only Facebook group
- Complimentary photography headshot at our Virginia Retail Matters event
- Member discounts for business services
- Access to healthcare benefits
- Access to advocacy member-only content and lobbyist
- Mystery shopping at a discounted rate
- Retail consultation at a discounted rate

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

- **\$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 email newsletter 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:**
 - Featured listing in online Member Directory as Strategic Partner
 - 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.*

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 Amber Kates at akates@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

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

■ CORE MEMBERSHIP (INCLUDED AT NO ADDITIONAL COST)

RETAIL ENTREPRENEUR SERIES (on-demand)

Annual Presenting Sponsor— \$1,000 (exclusive)

- Branding (logo in event branding) as Annual Presenting Sponsor on event materials.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Verbal recognition with logo to appear at the beginning of each recording.

Topic Sponsor—\$500

- Branding (logo in event branding) as Topic Sponsor on event materials.
- Promotion in advertising, social posts, emails, e-newsletters, event page, etc.

RETAIL 360 – IGNITING CONVERSATIONS, SHARING SOLUTIONS, AND CONNECTING RESOURCES (in-person)

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.

Topic Sponsor—\$500 (includes Southside and Peninsula)

- Branding (logo in event branding) as Topic Sponsor on event materials.
- Promotion in advertising, social posts, emails, e-newsletters, event page, etc.
- Opportunity to display your own pull-up banner in registration area.
- Verbal acknowledgement as Topic Sponsor

RETAIL THERAPY (quarterly – both sides of the water)

Annual Presenting Sponsor—\$2,500 (exclusive for all 8 events)

- Branding (logo in event branding) as Presenting Sponsor on event materials.
- Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
- Speak for 2-3 minutes at each event.
- Opportunity to display your own pull-up banner in registration area.

Platinum Sponsor—\$1,500 (exclusive for all Southside or Peninsula events)

- Branding as Platinum Sponsor on event materials.
- Promotion in advertising, social posts, emails, e-newsletters, event page, etc.
- Verbal acknowledgement as Platinum Sponsor

Gold Sponsor—\$500 (exclusive for one Southside or Peninsula event – first come, first served for singular date)

- Branding as Gold Sponsor on event materials for chosen event.
- Promotion in advertising, social posts, emails, e-newsletters, event page, etc. for chosen event.
- Verbal acknowledgement as Gold Sponsor at chosen event.

SALUTE TO THE MILITARY SPOUSE (bi-annual events – Spring & Fall)

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.
- 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 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—\$1,000 (choice of Spring or Fall event)

- Branding as Gold Sponsor on event materials.
- Promotion in 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.

VIRGINIA RETAIL MATTERS (Annual)

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 (both printed and digital).
- Speak and/or show promo video of your organization on stage at the event (2-3 mins total).
- Table sponsorship 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, 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 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 Virginia Retail Matters report (both printed and digital).
- Table sponsorship 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.
- 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.
- ½ page ad in event program plus logo on sponsor page.
- Table sponsorship 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—\$1,500

- Branding as Silver Sponsor on event materials.
- Promotion in social, emails, e-newsletters, event page, etc.
- ¼ 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.
- 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

- Tickets to event plus name of organization on table signage.

 RETAIL ALLIANCE HONORS (ANNUAL MEETING) incl. Retailer of the Year Awards (March 2026) **Presenting Sponsor—\$5,000 (exclusive)**

- Named as Presenting Sponsor on event materials.
- Opportunity to present Overall Retailer of the Year Award.
- Promotion in all advertising, social posts, emails, e-newsletters, event page.
- 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 (1 min.)
- Table sponsorship including tickets and 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, 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 (exclusive)**
 - Opportunity to present Award at event.
 - Named as Award Sponsor on event materials.
 - Promotion in social posts, emails, e-newsletters, event page.
 - Full page ad in event program plus logo on sponsor page.
 - Table sponsorship including tickets and 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.
- Ray Mattes' Rising Star Award Sponsor—\$1,500 (exclusive)**
 - Opportunity to present the Ray Mattes' Rising Star Award at event.
 - Named as Ray Mattes' Rising Star Award Sponsor on event materials.
 - Promotion in social posts, emails, e-newsletters, event page.
 - ½ 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.
- Award Sponsors—\$750 each (exclusive)**
 - Growth & Innovation Award**
 - Retail Empowerment Award**
 - Community Impact Award**
 - Named as Award Sponsor on event materials.
 - Promotion in social posts, emails, e-newsletters, event page, etc.
 - ¼ 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.
- Gold Sponsor—\$1,000**
 - Named as Gold Sponsor on event materials.
 - Promotion in social posts, emails, e-newsletters, event page.
 - ½ 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**
 - Named as Silver Sponsor on event materials.
 - Promotion in social posts, emails, e-newsletters, event page, etc.
 - ¼ 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.

- Employee Excellence Award**
- Customer Experience Award**
- Best Window/Interior Display**

STEP 3: Once you have completed Steps 1 and 2, complete and sign the Strategic Partner agreement below and send the document to akates@retailalliance.com.

Business Name: _____ Phone No.: _____

Printed Name: _____ Authorized Signature: _____

Date: _____ Email: _____

Any questions, please contact Amber Kates, akates@retailalliance.com