

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

### 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](http://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**

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

- 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.

**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](mailto:akates@retailalliance.com).**

Business Name: \_\_\_\_\_ Phone No.: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_ Email: \_\_\_\_\_

Any questions, please contact Amber Kates, [akates@retailalliance.com](mailto:akates@retailalliance.com)