

SPONSORSHIP GUIDE



VIRGINIA RETAIL MATTERS

presented by Retail Alliance

A STATE OF RETAIL EVENT

SEPTEMBER 10, 2025

THE WESTIN VIRGINIA BEACH TOWN CENTER

Research conducted in
partnership with



This major retail study analyzes current sales statistics and retail trends, blending them with national and state findings from their Main Street America Small Business Survey of micro and small brick-and-mortar retailers across the U.S, to provide an in-depth look at the State of Retail in the U.S. and, in particular, Virginia.



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.

LAUNCHING A NEW STRATEGY

(Retail Alliance engaged in strategic planning initiative in 2023)

The primary goals of the new plan are to lift up and solidify Retail Alliance as a leader in retail business. The strategic plan reflects these goals.



FOCUS

Supporting retailers is our strength! Continue to provide education, advocacy, and experiences.



INDUSTRY THOUGHT LEADER

A call for Retail Alliance to be the retail industry thought leader.



COLLABORATION VS COMPETITION

Develop partnerships and collaborations but deliver specialized retailer services.

AUDIENCE

- Retailers
- Small business owners
- Local and State government
- Financial institutions
- Commercial real estate
- Economic Development Authorities
- Chambers of Commerce
- Trade Associations
- Main Street organizations

GUEST SPEAKER

National speaker Matt Wagner, Chief Program Officer at Main Street America, and leadership from Retail Alliance.



VIRGINIA RETAIL MATTERS

A State of Retail Event

Three-hour luncheon and presentation of exclusive research study into Virginia Retail commissioned by Retail Alliance and conducted in partnership with Main Street America. The presentation will showcase current and emerging retail trends, statistics, and provide information on Virginia retail performance that will identify challenges and opportunities.

In addition to the research results, we will also hold panel chats on important retail trends and challenges.

Reasons to Sponsor

CONNECTIONS

Create connections and collaborate with the retail industry.

INSIGHTS

Support exclusive, in-depth research of VA Retail, in partnership with Main Street America.

AWARENESS

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

COMMUNITY

Show the strength of your support of the retail industry and its value to the economy and community.



SPONSOR LEVELS

PRESENTING SPONSORSHIP

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.
- Full-page advertisement on inside back page of Virginia Retail Matters report handout.
- Full page ad in event program plus logo on sponsor page.
- Opportunity to include a letter to attendees in program.

ON-SITE PROMOTION

- Speak and/or show promo video of your organization on stage at the event (5 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.

MEDIA & PR

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



PLATINUM SPONSORSHIP

MARKETING AND BRANDING EXPOSURE

- Branding as Platinum Sponsor on event materials.
- Promotion in all social posts, emails, e-newsletters, event page, etc.
- Run of report full-page advertisement in report handout.
- 1/2 page ad in event program plus logo on sponsor page.

ON-SITE PROMOTION

- 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.

MEDIA & PR

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



GOLD SPONSORSHIP



MARKETING AND BRANDING EXPOSURE

- 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.

ON-SITE PROMOTION

- 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.

SILVER SPONSORSHIP



MARKETING AND BRANDING EXPOSURE

- 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.

ON-SITE PROMOTION

- 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 SPONSORSHIP



MARKETING AND BRANDING EXPOSURE

- Branding as Bronze 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.

ON-SITE PROMOTION

- 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 SPONSORSHIP



- 8 tickets to event plus logo on table signage.

Our Team



Jenny Crittenden

President/CEO



Kylie Ross Sibert

VP, Marketing & Communications



Megan Ferris

Director of Membership



Jess Haley

Director of Events



Brandi Zenzel

**Membership & Relationship Manager,
Southside**



Mary Rueger

**Membership & Relationship Manager,
Peninsula**

Contact Us

Virginia Retail Matters! Show your support by sponsoring this signature event!

Contact:

For sponsorships:

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For event information:

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