

# SPONSORSHIP GUIDE

SEPTEMBER 24, 2026

HAMPTON ROADS CONVENTION  
CENTER, HAMPTON



## VIRGINIA RETAIL MATTERS 2026 - A STATE OF RETAIL EVENT

**Virginia Retail matters to us. We know it matters to you, too.**

Join us for a luncheon and presentation of an 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.

### 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

### 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 – VRM 2026

## PRESENTING SPONSORSHIP (exclusive)

- 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.
- Speak and/or show promo video of your organization on stage at the event (2-5 mins total).
- Table sponsorship including logo on table signage.
- Company logo on banners/posterboards at event.
- Company logo on pre-roll video at event as well as logo appearing on sponsor page and all pages of presentation.
- Opportunity to display own pullup banner in registration area.
- Inclusion in media release(s) relating to the events.

**PRICE:** \$10,000

## PLATINUM SPONSORSHIP

- Branding as Platinum Sponsor on event materials.
- Promotion in social posts, emails, e-newsletters, event page, etc.
- Run of report full-page advertisement in Virginia Retail Matters report (both print and digital) .
- Full page ad in event program plus logo on sponsor page.
- Table sponsorship 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.

**PRICE:** \$5,000

## GOLD SPONSORSHIP

- 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 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.

**PRICE:** \$2,500

## SILVER SPONSORSHIP

- 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 event.
- Company logo on banners/posterboards at event.
- Company logo on pre-roll video at event as well as on sponsor page in presentation.

**PRICE:** \$1,000

## BRONZE SPONSORSHIP

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

**PRICE:** \$500

## TABLE SPONSORSHIP

- Tickets at full table to event plus logo on table signage.

**PRICE:** \$500

**Virginia Retail Matters! Show your support by sponsoring!**

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