

The top section of the page features a blue banner with the text 'RETAIL ALLIANCE' in white. The background is a blurred image of a retail store with various icons overlaid: a globe, a shopping cart, a truck, a person with a headset, a dollar sign, and a play button. The icons are connected by a network of dashed lines.

RETAIL ALLIANCE

PARTNERSHIP PACKET 2024

INVEST IN YOUR BUSINESS

Elevate your business profile and contribute to the success of Retail Alliance and the Hampton Roads retail community. Our Annual Partnerships offer members diverse recognition opportunities.

INVEST IN YOUR COMMUNITY

At Retail Alliance, we unite with retailpreneurs for a thriving retail community through professional development, collaboration, innovation, a collective voice, and shared values, shaping the future of retail together. Retail Alliance champions for the retail industry and serves as the primary non-profit retail trade association in Hampton Roads.

2024 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 MEMBERSHIP

- Opportunity for a full scholarship (worth \$495) to Certificate in Retail Operations (CROps)
- Social media calendar templates, holiday, and seasonal social media graphics
- Educational/Troubleshooting videos for Facebook and Instagram
- Member Directory listing
- Social media shoutouts for membership milestones
- 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
- Annual photography headshot opportunity
- Member-to-member discounts
- Member discounts to educational, social, networking events
- Access to advocacy member-only content and lobbyist
- Mystery shopping at a discounted rate

ADDITIONAL BENEFITS OF BEING A STRATEGIC PARTNER

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

- Opportunity to sponsor events before they open to the public
- Reserved seating at sponsored events
- Extensive publication and web exposure
- Featured listing in member directory
- Partner Flex Dollars to be used for Advertising, Sponsorships, Tickets, and/or Exhibits/Booths
- Advertising options include RA's social media, email marketing, and within the RA e-newsletter (limited quantities and spend)

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 with your Partner Flex Dollars (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. 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 (REQUIRED – DEDUCTED FROM TOTAL PACKAGE AMOUNT)**
- **REMAINDER OF RA FLEX DOLLARS CAN BE USED FOR ADVERTISING ON SOCIAL MEDIA AND NEWSLETTER, SPONSORSHIPS, TICKETS, AND/OR EXHIBITS/BOOTH**S (outlined in following pages)*
- **ADDITIONAL PUBLICATION / WEB EXPOSURE:** Logo included in every RA member email as Strategic Partner; Featured listing in online Member Directory as Strategic Partner; Recognition in event PowerPoint and/or Program for sponsored events; Press Release posted on Web — (3); Advertising in Email Newsletter — (3); Logo/Link on Retail Alliance Home Page Strategic Partner Slider.
- **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 serve basis.

Note: If you aren't quite ready for a strategic partnership and would prefer to sponsor an individual event, opportunities are also offered separately as a la carte sponsorships without the benefits of being a strategic partner.

BUILD YOUR PARTNER PACKAGE

STEP 1: Select a strategic partner level

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

STEP 2: Check the events, sponsorship level, tickets, etc. you would like to purchase with your Partner Flex Dollars. Presenting Sponsor Levels are Exclusive, unless otherwise noted.

If you'd like to learn more about the following events, please visit retailalliance.com/events-overview

■ CORE MEMBERSHIP - \$250 (REQUIRED)

RETAILPRENEUR SERIES (*Monthly-Virtual*)

- Annual Presenting Sponsor— \$1,000 (exclusive)**
 - Branding (logo in event branding) as Exclusive 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 (3 month) —\$30 member / \$60 non-member (virtual individual)**

RETAIL RECESS (*4 Total – 2 Southside/2 Peninsula*)

- Annual Regional Sponsor—\$1,000 (2 Southside events or 2 Peninsula events) (exclusive)**
 - Branding (logo in event branding) as Exclusive Annual Regional Sponsor on event materials.
 - Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
 - Opportunity to speak at the beginning of the events or play a pre-recorded video (max 2 minutes)
 - 8 tickets in total to be used as requested at the Retail Recess events.
- Event Sponsor—\$500 (1 Southside event or 1 Peninsula event)**
 - Branding (logo in event branding) as Event Sponsor on event materials.
 - Promotion in all advertising, social posts, emails, e-newsletters, event page, etc.
 - Verbal acknowledgement during the event (1 retail recess of your choosing)
 - 4 tickets to the event (1 retail recess of your choosing)
- Host Sponsor— In-kind trade of venue, food & beverage**
- Tickets—\$35 member / \$55 non-member (individual)**

VIRGINIA RETAIL MATTERS (annual)

Presenting Sponsor—\$10,000 (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 (2-3 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.
- Branding included in on-demand live recording.

Platinum Sponsor—\$5,000

- 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.
- 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.
- Inclusion in media release(s) relating to the events.
- Branding included in on-demand live recording.

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.
- Branding included in on-demand live recording.

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.
- Branding included in on-demand live recording.

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.
- Branding included in on-demand live recording.

Table Sponsor—\$500

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

Tickets—\$65 member / \$80 non-member (individual)

RETAIL THERAPY – WOMEN’S RETREAT (*annual overnight event*)

Presenting Sponsor—\$2,500 (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.
- 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.
- Inclusion in media release(s) relating to the events.

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.
- 1 ticket to the event.
- Company logo on banners/posterboards and pre-roll video at event.
- Inclusion in media release(s) relating to the events.

Tickets—\$275 member / \$350 non-member (individual)

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

Annual Presenting Sponsor—\$2,000 (includes Southside and Peninsula) (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.
- 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.

Host Sponsor—In-kind trade of venue, food & beverage

Tickets—No charge (individual)

***RETAILER OF THE YEAR (*annual*) postponed until 2025 so not eligible for 2024 inclusion**

STEP 3: Once you have completed Steps 1 and 2, complete and sign the Strategic Partner agreement below and send this, along with your sponsorship choices to communications@retailalliance.com.

BUSINESS NAME:

AUTHORIZED SIGNATURE:

PRINTED NAME:

DATE:

EMAIL:

PHONE NUMBER:

Any questions, please contact Kylie Ross Sibert, ksibert@retailalliance.com.

2024 Strategic Partners



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