



SPONSORSHIP OPPORTUNITIES



Since 2008, Retail Alliance has conducted the Retailer of the Year (ROTY) event for Hampton Roads' retailers. The ROTY awards is our premier signature event that recognizes excellence in retailing while honoring merchants who demonstrate the very best in product quality, customer service and community involvement across retail, service, and restaurant categories. In addition, we recognize Up and Comer retailers for Southside and Peninsula, People's Choice award (voted by consumers) for LOVEVA businesses, and the Lifetime Achievement Award recipient will also be celebrated and we look forward to honoring their many years in business and the successes and contributions to the retail and wider community.

We will be holding the event at NOAH's in Chesapeake on May 30, 2019 starting at 6:00PM.

This event could not be held without the generosity of sponsors. Your sponsorship contributions enable us to offer a discounted admission ticket to each nominee. Sponsorship also contributes to the cost of the event, from venue hire and audio/visual, to decorations, trophies and food.

Please take a minute and review the sponsorship package. With your help, we can recognize the efforts of our fellow retailers and make this event an evening second to none!

Presenting Sponsor - \$8,000 (Exclusive)

- Billed as "Presenting Sponsor" on all communications associated with Retailer of the Year 2019
- Company/Organization linked logo and ad space on webpage and Retail Alliance website leading up to the event, billed as "Presenting Sponsor"
- Recognition as presenting sponsor on social media (with logo and link), member e-newsletters, event emails, and postcards prior to event
- Company logo on the promotional posterboard/banner located at event venue
- Cover page recognition in professional event program and full page advertisement on back page of the program
- Ten (10) tickets to Retailer of the Year event
- Company logo as Presenting Sponsor shown on PowerPoint slide along with verbal acknowledgement
- Four (4) additional full page advertisements in our quarterly Retail Angles print publication for Q3 & Q4 2019 - Q1 & Q2 2020
- Presenter rights for Overall Retailer of the Year Award on the night of the event

Lifetime Achievement Award Sponsor - \$5,000 (Exclusive)

- Billed as "Lifetime Achievement Award Sponsor" on all communications associated with Retailer of the Year 2019
- Company/Organization linked logo and ad space on webpage Retail Alliance website leading up to the event, billed as "Lifetime Achievement Award Sponsor"
- Recognition as Lifetime Achievement sponsor on social media (with logo and link), member e-newsletters, event emails, and postcards prior to event
- Company logo on the promotional posterboard/banner located at event venue
- Logo recognition in professional event program and full page advertisement on inside front page of the program
- Eight (8) tickets to Retailer of the Year event
- Company logo as Lifetime Achievement Sponsor shown on PowerPoint slide along with verbal acknowledgement
- Two (2) additional full page advertisement in our quarterly Retail Angles print publication for Q3 & Q4 2019 - Q1 & Q2 2020



Platinum Sponsor - \$2,000 (Multiple)

- Company/Organization linked logo on the Retail Alliance website leading up to the event
- Recognition on social media (with logo and link), member e-newsletters, and event emails prior to event
- Company logo on the promotional posterboard/banner located at event venue
- Logo recognition in professional event program and PowerPoint presentation at event
- Full page advertisement inside the event program
- Six (6) tickets to Retailer of the Year event

Gold Sponsor - \$1,000 (Multiple)

- Company/Organization linked logo on the Retail Alliance website leading up to the event
- Recognition on social media (with logo and link), member e-newsletters, and event emails prior to event
- Company logo on the promotional posterboard/banner located at event venue
- Logo recognition in professional event program and PowerPoint presentation at event
- Half page (1/2) advertisement inside the event program
- Four (4) tickets to Retailer of the Year event

Silver Sponsor - \$500 (Multiple)

- Company/Organization linked logo on the Retail Alliance website leading up to the event
- Recognition on social media (with logo and link), member e-newsletters, and event emails prior to event
- Company logo on the promotional posterboard/banner located at event venue
- Logo recognition in professional event program and PowerPoint presentation at event
- Half page (1/2) advertisement inside the event program
- Two (2) tickets to Retailer of the Year event

Bronze Sponsor - \$250 (Multiple)

- Company/Organization linked logo on the Retail Alliance website leading up to the event
- Recognition on social media (with logo and link), member e-newsletters, and event emails prior to event
- Company logo on the promotional posterboard/banner located at event venue
- Logo recognition in professional event program and PowerPoint presentation at event
- Two (2) tickets to Retailer of the Year event

Leadership Circle Contributor - \$100 (Multiple)

- Company/Organization name (no logo) as a Leadership Circle Contributor on the Retail Alliance website leading up to the event
- Company name on the promotional posterboard/banner located at event venue
- Company name recognition in professional event program and PowerPoint presentation at event

Direct any sponsorship inquiries to Kylie Ross Sibert, Vice President, Corporate Communications at Retail Alliance. Call (757) 455-9324 or email: ksibert@retailalliance.com



Retailer of the Year 2019 Sponsorship Form

Business Name: _____

Primary Contact Name: _____ Phone Number: _____

Email: _____ Website: _____

Business Address: _____

Suite of Building Number: _____ City: _____ State: _____ Zip Code: _____

Sponsorship Type: (Please select from the levels below)

- Presenting Sponsor \$8,000 (Exclusive)
- Lifetime Achievement Sponsor \$5,000 (Exclusive)
- Platinum Sponsor \$2,000 (Multiple)
- Gold Sponsor \$1,000 (Multiple)
- Silver Sponsor \$500 (Multiple)
- Bronze Sponsor \$250 (Multiple)
- Leadership Circle Contributor \$100 (Multiple)

Please email a high resolution color logo to ksibert@retailalliance.com once you've submitted this application. Advertising and design questions, please contact Kylie Ross Sibert at (757) 455-9323 or via email at ksibert@retailalliance.com

Method of Payment

Credit Card (circle one): AMEX MasterCard Visa Discover Check Invoice

CC # : _____

Expiration Date: _____ Security Code: _____

Name (as it appears on card): _____

Signature: _____

Check: Make payable to Retail Alliance and mail to: Retail Alliance, Attn: Accounting, 838 Granby Street, Norfolk, VA 23510

Scan and send form via email to Margie Smith at msmith@retailalliance.com or fax the form to (757) 466-7492.