



RETAILER OF THE YEAR SPONSORSHIP

About Retailer of the Year

Since 2008, Retail Alliance has held the Retailer of the Year (ROTY) for Hampton Roads' retailers, restaurants, and other small businesses. The ROTY awards is our signature event to recognize excellence in retail while honoring Retail Alliance members who demonstrate the very best in customer service, reputation, store aesthetics, and community involvement. This year we will award winners in 30 Retail categories. In addition, we celebrate the Lifetime Achievement Award winner by honoring their many years in business and their contributions to the Hampton Roads community. This year's event will be held:

Thursday, September 28, 2021

Virtually

This event could not be held without the generosity of sponsors. Your sponsorship contributions contribute to the cost of the event, from the awards to the marketing and promotion.

Please take a minute to review this sponsorship package. With your help we can recognize the efforts of our business owners and make this an event to remember!



About Retail Alliance

We are committed to strengthening the retail community by championing for your success, educating you and your peers, and building lasting relationships far beyond your membership.

The Retail Alliance is a non-profit trade association serving the interests of local retailers in Hampton Roads since 1903. We promote and support the healthy growth of retail businesses and trade through our signature programs: STRIVE educational workshops, Virginia Retail Federation legislative lobbying and industry advocacy, LOVEVA Buy Local rewards program, plus many other discounts and member benefits.

We promise to provide our retail and business partners with dependable, responsive, and uncompromising products and service. We build alliances within the retail community, with vendors, industry and community leaders, and allied businesses for the success of our retail members.

Learn more at retailalliance.com or follow us on [Facebook](#), [Instagram](#), and [YouTube](#).

Contact

Retailer of the Year 2021 questions can be addressed to Joey Morgon by phone at (757) 455-9324 or by email at jmorgon@retailalliance.com.



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$5,000 (exclusive)

- Company name and logo on individual ROTY 2021 awards (70 awards)
- Billed as “Presenting Sponsor” on all communications associated with Retailer of the Year 2021. To include:
 - Presenting Sponsor dedicated section of ROTY 2021 Emails (15 + emails reaching a dedicated audience of over 400 business owners)
 - Social media (20,000+ reach)
 - Website
 - Presentation video
- Opportunity to present up to five individual awards of your choice.
 - A list of award categories and nominations/winners will be provided for selection.
 - The presentation will be done via recorded video. Presenting Sponsor can elect to send in their own video or partner with Retail Alliance to produce the video.

LOVEVA Sponsor - \$1,000 (exclusive)

- Company name and logo on individual LOVEVA awards (6 awards)
- Billed as “Presenting LOVEVA Sponsor” on all communications associated with Retailer of the Year 2021. To include:
 - Presenting LOVEVA Sponsor dedicated section of ROTY 2021 Emails (15 + emails reaching a dedicated audience of over 400 business owners and 18,000+ consumers)
 - Social media (20,000+ reach)
 - Website



- Presentation video
- Opportunity to present the LOVEVA awards.
 - The presentation will be done via recorded video. Presenting Sponsor can elect to send in their own video or partner with Retail Alliance to produce the video.
- **Note:** The LOVEVA Sponsor will reach a consumer-focused audience. More than 20,000 Hampton Roads shoppers make up the LOVEVA audience.

Lifetime Achievement Award Sponsor - \$1,000 (exclusive)

- Billed as “Lifetime Achievement Award Sponsor” on all communications associated with Retailer of the Year 2021. To include:
 - Presenting Lifetime Achievement Award Sponsor dedicated section of ROTY 2021 Emails (15 + emails reaching a dedicated audience of over 400 business owners)
 - Social media (20,000+ reach)
 - Website
 - Presentation video
- Opportunity to present the Lifetime Achievement award.
 - The presentation will be done via recorded video. Presenting Sponsor can elect to send in their own video or partner with Retail Alliance to produce the video.
- **Note:** The Lifetime Achievement Award winner is announced in the local media. The Sponsor of this award will be included in all press releases related to the winner.



Category Sponsor - \$100-250 (multiple available)

- Company logo/link on all communications associated with Retailer of the Year 2021. To include:
 - Presenting Category Sponsor dedicated section of ROTY 2021 Emails (15 + emails reaching a dedicated audience of over 400 business owners)
 - Social media (20,000+ reach)
 - Website
 - Presentation video
- Opportunity to present one award of your choice.
- Award choice dependent on Presenting Sponsors selections.
 - The presentation will be done via recorded video. Presenting Sponsor can elect to send in their own video or partner with Retail Alliance to produce the video.
- **Note:** Sponsors may choose to sponsor multiple categories. The cost is \$100 per category or a discounted rate of \$250 to sponsor three categories.





SPONSORSHIP AGREEMENT FORM

Company Name: _____

Contact Name: _____

Email: _____ Telephone: _____

Address: _____

City: _____ State: _____ Zip: _____

We would like to sponsor ROTY 2021 at the following level:

- Presenting Sponsor (\$5,000)
- LOVEVA Sponsor (\$1,000)
- Lifetime Achievement Award Sponsor (\$1,000)
- Category Sponsor (\$100 per category, \$250 for three)
Number of categories sponsored: _____ Total cost: _____

Please make checks payable to Retail Alliance and post to:

Retail Alliance, Attn: Accounting, 838 Granby Street, Norfolk, VA 23510

To pay by credit card over the phone, please call Margie Smith at (757) 455-9337.

All payments required by Tuesday, August 31, 2021.

Please email a high-resolution logo to jmorgan@retailalliance.com after filling out this form.

Signature: _____

Date: _____

