



## **2022 RETAILER OF THE YEAR SPONSORSHIP OPPORTUNITIES**

### **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 premier signature event that recognizes excellence in retail while honoring Retail Alliance members who demonstrate the very best in customer service, reputation, store aesthetics, and community involvement. In addition, we celebrate the Lifetime Achievement Award winner by honoring their many years in business and their contributions to the Hampton Roads community.

**Dress:** Black tie

**Date:** Date tbc September, 2022

**Where:** Venue tbc, Norfolk

**Theme:** All That Jazz

**Attendees:** >200 small business owners from throughout Hampton Roads

This event could not be held without the generosity of sponsors. Your sponsorship contribution enables 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/plaques, and food. This is a great opportunity to be seen and heard by over 200 small business owners and show them that you support their industry and their accomplishments.

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**

Retail Alliance is open for (small) business, whether it's a restaurant, retailer, or retail partner. Every city in Hampton Roads is covered by one of our dedicated member relations advisors who works to provide our members with trusted guidance, support and up-to-date information to help them succeed. We're by their side every step of the way, championing for their success, educating them and their peers, advocating and lobbying on their behalf, negotiating group discounts, offering a variety of products and services to benefit their business, and helping them build lasting relationships far beyond their membership. Visit [www.retailalliance.com](http://www.retailalliance.com) for more information.

### **Contact**

Retailer of the Year 2022 questions can be addressed to Kylie Ross Sibert by phone at (757) 455-9323 or by email at [ksibert@retailalliance.com](mailto:ksibert@retailalliance.com)

# SPONSORSHIP OPPORTUNITIES

## **\$10,000 Presenting Sponsor (exclusive)**

- Company name and logo on ROTY 2022 category awards (approx. 20 awards).
- Billed as “Presenting Sponsor” on all communications associated with Retailer of the Year 2022. To include:
  - Presenting Sponsor dedicated section of ROTY 2022
  - Emails (5+ emails reaching a dedicated audience of over 450 business owners)
  - Social media (20,000+ reach)
  - ROTY section on website.
- Company logo on the promotional posterboards/banners located at event venue.
- Cover page recognition in event program.
- Full-page advertisement on back page of the program.
- Eight (8) tickets to Retailer of the Year event.
- Company logo as Presenting Sponsor shown on presentation at event along with 2-minute speaking opportunity (plus optional showing of a short corporate video).
- Presenter rights for your choice of category awards.
- Other tailored inclusions can be discussed.

## **\$5,000 Lifetime Achievement Award (exclusive)**

- Company name and logo on ROTY 2022 Lifetime Achievement Award trophy.
- Company logo/link on all communications associated with Retailer of the Year 2022. To include:
  - Sponsor dedicated section of ROTY 2022
  - Emails (5+ emails reaching a dedicated audience of over 450 business owners)
  - Social media (20,000+ reach)
  - ROTY section on website.
- Company logo on the promotional posterboards/banners located at event venue.
- Logo recognition in event program.
- Full page advertisement inside back page of the program.
- Six (6) tickets to Retailer of the Year event.
- Company logo as Lifetime Achievement Award Sponsor shown on presentation at event.
- Presenter rights for Lifetime Achievement Award on the night of the event.

### **\$3,500 Bar sponsor (exclusive)**

- Company logo/link on all communications associated with Retailer of the Year 2022. To include:
  - Sponsor dedicated section of ROTY 2022
  - Emails (5+ emails reaching a dedicated audience of over 450 business owners)
  - Social media (20,000+ reach)
  - ROTY section on website.
- Company logo on the promotional posterboards/banners located at event venue.
- The only company logo shown on signage located at the bar(s).
- Logo recognition as exclusive Bar Sponsor in event program.
- Full page advertisement in the program.
- Four (4) tickets to Retailer of the Year event.
- Company logo as Bar Sponsor shown on presentation at event.

### **\$2,000 Sponsor**

- Company logo/link on all communications associated with Retailer of the Year 2022. To include:
  - Sponsor dedicated section of ROTY 2022
  - Emails (5+ emails reaching a dedicated audience of over 450 business owners)
  - Social media (20,000+ reach)
  - ROTY section on website.
- Company logo on the promotional posterboards/banners located at event venue.
- Logo recognition in event program
- Full page advertisement inside the program.
- Four (4) tickets to Retailer of the Year event.
- Company logo as sponsor shown on presentation at event



## **\$1,000 Sponsor**

- Company logo/link on all communications associated with Retailer of the Year 2022. To include:
  - Sponsor dedicated section of ROTY 2022
  - Emails (5+ emails reaching a dedicated audience of over 450 business owners)
  - Social media (20,000+ reach)
  - ROTY section on website.
- Company logo on the promotional posterboards/banners located at event venue.
- Logo recognition in event program.
- Half-page advertisement inside the event program
- Two (2) tickets to Retailer of the Year event.
- Company logo as sponsor shown on presentation at event.

## **\$500 Sponsorship**

- Company logo/link on all communications associated with Retailer of the Year 2022. To include:
  - Sponsor dedicated section of ROTY 2022
  - Emails (5+ emails reaching a dedicated audience of over 450 business owners)
  - Social media (20,000+ reach)
  - ROTY section on website.
- Company logo on the promotional posterboards/banners located at event venue.
- Logo recognition in event program.
- Quarter-page advertisement inside the event program.
- Two (2) tickets to Retailer of the Year event.
- Company logo as sponsor shown on presentation at event.

## **\$250 Sponsorship**

- Company logo/link on all communications associated with Retailer of the Year 2022. To include:
  - Sponsor dedicated section of ROTY 2022
  - Emails (5+ emails reaching a dedicated audience of over 450 business owners)
  - Social media (20,000+ reach)
  - ROTY section on website.
- Company logo on the promotional posterboards/banners located at event venue.
- Logo recognition in event program.
- Company logo as sponsor shown on presentation at event



## SPONSORSHIP AGREEMENT FORM

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

We would like to sponsor ROTY 2022 at the following level:

- Presenting Sponsor (\$10,000) (Exclusive)
- Lifetime Achievement Award Sponsor (\$5,000) (Exclusive)
- Bar Sponsor (\$3,500) (Exclusive)
- \$2,000 Sponsor
- \$1,000 Sponsor
- \$500 Sponsor
- \$250 Sponsor

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 Friday, August 26, 2022.

Please email a high-resolution transparent logo to [ksibert@retailalliance.com](mailto:ksibert@retailalliance.com) after filling out this form.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_