



Sponsorship

Information Package

May 28th, 2019

The Toronto Congress Centre,

Mississauga, ON



## Presenting Sponsor \$30,000

### Brand Experience

- Opportunity to have a Senior Executive be interviewed by RCC President & CEO Diane Brisbois to be used in social media prior to the event
- Sr. Executive to have stage presence at the opening Awards dinner to make RCC Scripted welcoming remarks
- Special “Thank You” from the MC during the event front the podium
- Opportunity to be exclusive lanyard supplier of **branded lanyards** for name badges for the ERA Gala

### Advertising

- Pre and post event press releases and media alerts
- Photo with caption “Canadian Retailer magazine post-event coverage”
- Opportunity to provide (upon approval of content by RCC) your company’s whitepaper/case study or thought leadership research on our Community Hubs webpage
- Full page advertorial- print and digital- in Canadian Retailer Magazine

### Event Material and Onsite Signage

- High- profile logo placement on all collateral material, including but not limited to promotional material (print/electronic) and event program with the signature “Presenting Sponsor”
- High profile logo placement on onsite signage with signature “Presenting Sponsor”
- Logo on bottom left of all slides on all stage presentations
- Company logo recognition in sponsorship PowerPoint presentation with signature “Presenting Sponsor.”
- Recognition on the cover of the onsite dinner program- Tabletop tent cards

### Online Presence

- High profile logo placement on the event Webpage with the signature “Presenting Sponsor” (pre & post event)

### Networking Opportunity

- Your company will receive **TWO (2)** tables of **EIGHT (8)** to the Excellence in Retailing Awards Dinner.
- **ONE (1)** additional dinner ticket for a senior executive of your company to sit at the head table at the Excellence in Retail Awards Dinner



## Independent Retail Ambassador of the Year Award Sponsorship \$15,000

### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*

### Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

### Networking Opportunity

- ONE (1) table of EIGHT (8) to the Excellence in Retailing Awards Dinner
- ONE (1) additional dinner ticket for a senior executive of your company to sit at the head table at the Awards Dinner



## Philanthropic Leadership Retail Award Sponsor - \$15,000

### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*

### Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

### Networking Opportunity

- ONE (1) table of EIGHT (8) to the Excellence in Retailing Awards Dinner
- ONE (1) additional dinner ticket for a senior executive of your company to sit at the head table at the Awards Dinner



## Distinguished Canadian Retailer Private Cocktail Reception Sponsor \$15,000

### Event Material and Onsite Signage

- Signage throughout the reception placed on easels at entrance and inside the reception room
- Tent cards on cocktail round tables and food/beverage stations in reception room
- Company logo on Private Reception invitation

### Networking Opportunity

- Eight (8) passes to attend the private Distinguished Canadian Retail Reception prior to the awards dinner
- ONE (1) table of EIGHT (8) to the Excellence in Retailing Awards Dinner



## Mobile Experience Award Sponsor \$10,500

### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*
- Opportunity for a Senior Executive to participate as a judge for the award category sponsored

### Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

### Networking Opportunity

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner



## e-Commerce Experience Award Sponsor \$10,500

### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*
- Opportunity for a Senior Executive to participate as a judge for the award category sponsored

### Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

### Networking Opportunity

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner



## Supply Chain Innovation Award Sponsor \$10,500

### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*
- Opportunity for a Senior Executive to participate as a judge for the award category sponsored

### Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

### Networking Opportunity

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner





## Environmental Leadership Award

Sponsor \$10,500

**SOLD**

### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*
- Opportunity for a Senior Executive to participate as a judge for the award category sponsored

### Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

### Networking Opportunity

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner



## Health Safety & Wellness Award Sponsor \$10,500

### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*
- Opportunity for a Senior Executive to participate as a judge for the award category sponsored

### Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

### Networking Opportunity

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner



## In Store Experience & Design Award Sponsor \$10,500

### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*
- Opportunity for a Senior Executive to participate as a judge for the award category sponsored

### Event Material and Onsite Signage


- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

### Networking Opportunity

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner



## Loss Prevention Award Sponsor \$10,500

### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*
- Opportunity for a Senior Executive to participate as a judge for the award category sponsored

### Event Material and Onsite Signage


- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

### Networking Opportunity

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner



## Omni-Channel Award Sponsor

### \$10,500

#### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*
- Opportunity for a Senior Executive to participate as a judge for the award category sponsored

#### Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

#### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

#### Networking Opportunity

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner



## Pop-Up Experience & Design Award Sponsor \$10,500

### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*
- Opportunity for a Senior Executive to participate as a judge for the award category sponsored

### Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

### Networking Opportunity

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner

 **Retail Marketing Award Sponsor**  
**\$10,500**

**SOLD!**

**Brand Experience**

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*
- Opportunity for a Senior Executive to participate as a judge for the award category sponsored

**Event Material and Onsite Signage**

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

**Online Presence**

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

**Networking Opportunity**

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner



## Talent Development Award Sponsor

### \$10,500

#### Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.  
*(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).*
- Opportunity for a Senior Executive to participate as a judge for the award category sponsored

#### Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

#### Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

#### Networking Opportunity

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner





## Consider getting your brand in front of RCC's Award Gala attendees

### **Excellence in Retail Awards (ERA) May 28<sup>th</sup> (following the conference)**

The Excellence in Retailing Awards recognizes the Canadian retail industry's top achievers in a variety of categories. The submissions come from a wide range of retailers and highlight new and creative innovations in areas ranging from technology to corporate social responsibility, to marketing and communications.

- *Canadian Hall of Fame Award - \$15,500*

**For more information, please contact:**

Sponsorship opportunities:

**Mary Markou**

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416-467-3755

[mmarkou@retailcouncil.org](mailto:mmarkou@retailcouncil.org)

**Please note: Active membership with Retail Council of Canada is required in order to participate as a sponsor/exhibitor at this event.**