



Sponsorship

Information Package

May 26th, 2020

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 the 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 of the Year 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).

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

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.

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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

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 26th (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

Sr. Director, Sponsorship & Partnerships

416-467-3755

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.