



Sponsorship Program

2010 Sponsorship Opportunities

PACKAGE 02

SINGLE EVENT 03

PROGRAM OVERVIEW

RSPA is pleased to announce our sponsorship program for 2010. We are offering the opportunity to sponsor single and/or multiple events that range from \$2,500 to \$25,000. Many companies choose packaged sponsorships which allow you to plan your marketing and media budget on an annual basis and provide you with a number of choices to maximize market awareness for your company. RSPA packaged sponsorships give you 25-30% more value for your marketing dollars than if you were to choose a single event sponsorship.

This year we've added some exciting new items in both our packaged sponsorships as well as in our single event sponsorship offerings.

Additionally, RSPA has also adopted a sponsorship advocacy program which will ensure you are taking advantage of everything in your sponsorship package as well as handling any assistance you may need with executing your marketing strategies as it relates to your RSPA sponsorship.

It's easy to become an RSPA Sponsor Today!

Select the sponsorship level and/or the event of your choice and fax the completed form to RSPA Member Services at 704.357.3127; or if you have any questions, please contact Sara Petrus, Member Services Executive at 704.940.4270.

Thank you for your support!



J. Joseph Finizio
RSPA
President & CEO

PACKAGE SPONSORSHIPS

		Platinum \$25,000	Gold \$12,500	Silver \$7,500
RetailNOW	Company Logo on all Print Marketing	✓ Includes pre-show mailers excluding the save the date announcement	✓ Includes pre-show mailers excluding the save the date announcement	✓ Includes pre-show mailers excluding the save the date announcement
	Company Logo on E-Marketing	✓ Logo on 8-12 Marketing Emails	✓ Logo on 8-12 Marketing Emails	✓ Logo on 8-12 Marketing Emails
	Company Logo on RetailNOW Website	✓ April - July on Sponsors Page	✓ April - July on Sponsors Page	✓ April - July on Sponsors Page
	Company Logo on Welcome Banner	✓ Logo placement on banner	✓ Logo placement on banner	✓ Logo placement on banner
	Company Logo on Event Banners	✓ Logo placement on banners	✓ Logo placement on banners	✓ Logo placement on banners
	Company Logo at RSPA Booth	✓ Recognition as Platinum Sponsor	✓ Recognition as Gold Sponsor	✓ Recognition as Silver Sponsor
	Agenda	✓ Sponsorship Recognition	✓ Sponsorship Recognition	✓ Sponsorship Recognition
	Logo in Show Guide	✓ Next to company description	✓ Next to company description	✓ Next to company description
	Complimentary Convention Registrations	✓ 10 Total	✓ 5 Total	✓ 3 Total
	Complimentary Dinner Tickets	✓ 5 Total	✓ 3 Total	✓ 1 Total
	Recognition from Podium at General Session	✓ Verbal & visual recognition from the podium	✓ Verbal & visual recognition from the podium	✓ Verbal & visual recognition from the podium
	Advertisement in Show Guide	✓ Full Page	✓ Half Page	
	Extended Company Description in Show Guide	✓ 350-550 Character Description in the Show Guide		
	Banner Ad on RetailNOW Exhibitor Give-away Page	✓ To run from May-June		
	E-Show Daily Advertisement	✓ All 3 juice-news e-show daily's		
	Golf Hole Sponsor (if applicable)	✓ Valued at \$500		
INSPIRE	Company Logo on INSPIRE Website	✓ Oct. - Feb. on Sponsors Page	✓ Oct. - Feb. on Sponsors Page	✓ Oct. - Feb. on Sponsors Page
	Company Logo on Print Marketing	✓ Includes pre-show mailers excluding the save the date announcement	✓ Includes pre-show mailers excluding the save the date announcement	✓ Includes pre-show mailers excluding the save the date announcement
	Company Logo on E-Marketing	✓ Logo on all 5-7 Marketing Emails	✓ Logo on all 5-7 Marketing Emails	✓ Logo on all 5-7 Marketing Emails
	Company Logo on INSPIRE Signage at Sponsored Events (when applicable)	✓ Banners or applicable signage	✓ Banners or applicable signage	✓ Banners or applicable signage
	Recognition at General Session	✓ Verbal and visual recognition from the podium	✓ Verbal and visual recognition from the podium	✓ Verbal and visual recognition from the podium
	Complimentary Conference Registrations	✓ 3 Total	✓ 2 Total	✓ 1 Total
RSPA MARKETING	Go RSPA.org - Company Logo on RSPA Sponsor Page	✓ 12 Months, hot-linked	✓ 12 Months, hot-linked	✓ 12 Months, hot-linked
	Company Logo in Member Directory	✓ Color logo placement next to listing and sponsor listing	✓ Color logo placement next to listing and sponsor listing	✓ Color logo placement next to listing and sponsor listing
	Company Logo in juice-news	✓ Logo on footer banner, hot-linked to RSPA Sponsor Page	✓ Logo on footer banner, hot-linked to RSPA Sponsor Page	✓ Logo on footer banner, hot-linked to RSPA Sponsor Page
	Company Logo in connect	✓ Recognizing Package Sponsorship	✓ Recognizing Package Sponsorship	✓ Recognizing Package Sponsorship
	connect Advertisements (A publication of RSPA, published 10 times a year)	✓ Choice of: 10 half page ads or 5 full page ads (New sizes for 2010, refer to Media Kit)	✓ 5 Half Page Ads (New sizes for 2010, refer to Media Kit)	✓ 3 Third Page Ads (New sizes for 2010, refer to Media Kit)
	Go RSPA.org - Banner Ad (Months are consecutive)	✓ 6-Month rotating Ad (Excluding RetailNOW and INSPIRE specific pages)	✓ 3-Month rotating Ad (Excluding RetailNOW and INSPIRE specific pages)	✓ 1-Month rotating Ad (Excluding RetailNOW and INSPIRE specific pages)
Diamond Sponsorship Discount	✓ Receive a 40% discount on Diamond Events	✓ Receive a 40% discount on Diamond Events	✓ Receive a 40% discount on Diamond Events	

SINGLE EVENT SPONSORSHIPS

The RSPA Sponsorship Program offers member companies a cost effective way to obtain exposure for your company through single event sponsorships. You do not have to be a packaged sponsor to sponsor a single event. Select events or activities at **INSPIRE** and **RetailNOW** where you would like brand exposure.

INSPIRE2010 Events

• Member Dinner (3 sponsors)	\$7,500
• Welcome Reception (1 sponsor)	\$5,000
• Scholarship Golf Tournament (1 sponsor)	\$5,000
• Closing Party (2 sponsors)	\$5,000
• Networking Lunch (1 sponsor)	\$5,000
• Education Notebook and Pen (1 sponsor)	\$2,500
• Morning Coffee (1 sponsor)	\$2,500
• Hotel Key Cards (1 sponsor)	\$2,000

*Diamond Event



RetailNOW 2010 Events

• Welcome Reception (1 sponsor)	\$10,000
• Annual Awards Banquet (1 sponsor)	\$10,000
• Closing Party (2 sponsors)	\$10,000
• Keynote Speaker (1 sponsor)	\$10,000
• Exhibit Hall Lunch (2 sponsors)	\$7,500
• Education Notebook (Part of Show Guide) and Pen (1 sponsor)	\$6,500
• Cocktail Reception (1 sponsor)	\$6,000
• New Member Orientation	\$5,000
• Lanyards (1 sponsor)	\$3,000
• Cyber Café (1 sponsor)	Call for Pricing
• Registration Desk	\$2,500
• Morning Coffee (1 sponsor for 3 days)	\$2,500



*Platinum, Gold, and Silver Sponsors receive a 40% discount on Diamond Events.

Please refer to the sign up sheet to select your sponsorship.



*DIAMOND EVENT SPONSORSHIP

Sponsorship Benefits

Brand an RSPA Event for your Company

While anyone can choose a single event sponsorship, those with a diamond next to it add value to sponsors already committed to a packaged sponsorship level. Diamond Sponsorship provides the opportunity to brand select **INSPIRE** and/or **RetailNOW** events as your company's event. In most cases only one Diamond Sponsorship is available per RSPA event, providing additional brand exposure for your company. Diamond event sponsorships are available to packaged sponsors at a 40% discount and add value to your packaged sponsorship with additional company recognition.

Diamond sponsorships are available on a first come, first served basis.

2010 SPONSORSHIP SIGN-UP FORM This form is available electronically at GoRSPA.org/Sponsorship

Please fill out form entirely. All items are required to process your sponsorship.

Company: _____
 Main contact: _____ Email: _____ Phone: _____
 Marketing/Graphics contact: _____ Email: _____ Phone: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Fax: _____

Step One: Choose Sponsorship Package


Platinum Sponsor (\$25,000) _____ \$
 Gold Sponsor (\$12,500) _____ \$
 Silver (\$7,500) _____ \$

Step Two: Choose/Add Event(s)








 *Platinum, Gold, and Silver Sponsors take 40% off*

Event/Diamond: _____

INSPIRE2010:

Member Dinner (\$7,500)  \$
 Welcome Reception (\$5,000)  \$
 Scholarship Golf Tournament (\$5,000)  \$
 Closing Party (\$5,000)  \$
 Networking Lunch (\$5,000)  \$
 Education Notebook and Pen (\$2,500) _____ \$
 Morning Coffee (\$2,500) _____ \$
 Hotel Room Keys (\$2,000) _____ \$

RetailNOW 2010:

Welcome Reception (\$10,000)  \$
 Annual Awards Banquet (\$10,000)  \$
 Closing Party (\$10,000)  \$
 Keynote Speaker (\$10,000)  \$
 Exhibit Hall Lunch (\$7,500)  \$
 Education Notebook and Pen (\$6,500)  \$
 Cocktail Reception (\$6,000)  \$
 New Member Orientation (\$5,000) _____ \$
 Lanyards (\$3,000) _____ \$
 Cyber Café (Call for details) _____ \$
 Registration Desk (\$2,500) _____ \$
 Morning Coffee (\$2,500) _____ \$

Total: _____

Step Three: Choose connect Advertising Option

Platinum **Option A:** 10 Half Page Ads
 Option B: 5 Full Page Ads (Jan/Feb, April, June, September, November)
 Option C: 5 Full Page Ads (March, May, July/August, October, December)
Gold **Option A:** 5 Half Page Ads (Jan/Feb, April, June, September, November)
 Option B: 5 Half Page Ads (March, May, July/August, October, December)
Silver **Option A:** 3 Third Page Ads (March, June, October)
 Option B: 3 Third Page Ads (April, July/August, November)
 Option C: 3 Third Page Ads (May, September, December)

Please send completed form to RSPA Headquarters.
Fax: 704.357.3127
Mail: RSPA Sponsorship
 4115 Taggart Creek Rd.
 Charlotte, NC 28208

**If you are interested in upgrading the quantity/size of your advertisements, please contact RSPA Publications at 800.782.2693 or Publications@GoRSPA.org.*

Step Four: Submit Logo

A vector format logo is needed for RSPA Marketing materials and signage associated with sponsorship. Please email logo to Publications@GoRSPA.org or send logo on a disk to RSPA Publications, 4115 Taggart Creek Road, Charlotte, NC 28208.

Step Five: Submit Payment

Please send an invoice
 Check (enclosed)
Credit Card (information provided)
 American Express
 Discover
 MasterCard
 Visa

Credit Card Information:

Card Number: _____
 Expiration Date: _____
 Name as it appears on card: _____
 Total: _____
 Authorized Signature: _____
 Date: _____