



2022

**ANNUAL
SPONSORSHIP
OPPORTUNITIES**

2021 SPONSORS

PLATINUM



GOLD



SILVER



BRONZE



CANADIAN COMMUNITY



NEXTGEN COMMUNITY



CANNABIS COMMUNITY



ISV COMMUNITY



W2W COMMUNITY



MEDIA PARTNERS



RetailNOW 2021



RSPA PACKAGE SPONSOR SUMMARY

\$50K

\$30K

\$20K

\$7.5K

	PLATINUM	GOLD	SILVER	BRONZE	
RSPA Marketing	Recognition in all RSPA Publications/Properties <i>Includes: GoRSPA.org, member directory, RSPA newsletter, Connect Magazine, social media, RSPA Solution Center, and RSPA Academy Webinars</i>	✓	✓	✓	✓
	Recognition in an RSPA eBook	✓	✓	✓	
	Visibility on Sponsor Landing Page @ GoRSPA.org	Logo & Hyperlink	Logo & Hyperlink	Logo Only	Logo Only
	Community Connection Premium Sponsor Spotlight	6	3	2	1
	Community Connection Sponsor Spotlight	8	6	4	2
	Customized Sponsorship <i>Choose your benefits from below (can duplicate items):</i>	Select any combination of 4	Select any combination of 4	Select any combination of 4	Select any combination of 2
	<i>Connect Magazine Advertisement (All Issues)</i>	Full Page 4 Issues	Half Page 4 Issues	Third Page 4 Issues	Third Page 4 Issues
	<i>GoRSPA.org Rotating Ad</i>	4 months	3 months	2 month	1 month
	<i>RSPA Content Email Sponsor Spotlight</i>	1 per quarter	2 - 1 every other quarter	1	1
	<i>RSPA Sponsored Social Media Post</i>	4	3	2	1
	Community Sponsorship Discount <i>NEW!</i>	10%	10%	10%	5%
	RSPA Solution Center Upgrades <i>NEW!</i>				
	<i>Logo featured at the top of the RSPA Solution Center page</i>	✓	✓	✓	✓
	<i>Number of products/services listed, product/service videos, vendor resources (website links, case studies, or white papers)</i>	6	6	5	4
	<i>Mention and link back in RSPA Vendors You Need To Know emails</i>	6	5	3	2
	<i>Mention and link back in RSPA Community Connection newsletters</i>	2	2	2	1
	<i>Mention and link back in RSPA social media posts - Twitter, LinkedIn, or Facebook</i>	8	6	4	3
Thought Leadership Benefits	RSPA Academy Webinars <i>NEW!</i>				
	<i>Pre-event promotion</i>	✓	✓		
	<i>Promotion during online event</i>	✓	✓	✓	
	<i>Online event registrant list</i>	✓	✓	✓	
	Recognition on EXCElerate Sponsor Page <i>NEW!</i>	✓	✓	✓	✓
	Opportunity to build two Original EXCElerate courses <i>NEW!</i>	✓	✓		
	Featured guest at an RSPA Retail IT Community Roundtable <i>NEW!</i>	✓	✓		
	Recognition in pre-show emails and during event	✓	✓	✓	
	Featured guest thought leader on RSPA "The Trusted Advisor" Podcast <i>NEW!</i>	✓			
	RSPA "The Trusted Advisor" Podcast episode sponsorship <i>NEW!</i>	✓	✓		
RSPA Trusted Advisor Podcast Live Read Sponsor Recognition (All Episodes) <i>NEW!</i>	✓	✓			

RSPA PACKAGE SPONSOR SUMMARY CONTINUED

		PLATINUM	GOLD	SILVER	BRONZE
Thought Leadership	Sponsor Static Branding In Footer on all Education Related Marketing Emails and Advertorial Mentions In Electronic or Print Media	✓			
	Sponsor Static Branding on RSPA Academy Webpage	✓	✓		
	Sponsor Static Branding on RSPA's Member Business Resources Portal	✓	✓	✓	✓
RetailNOW®	# of Complimentary Registrations	8	5	3	1
	Preferred Booth Selection	✓	✓	✓	✓
	Recognition in all Event Promotion (Pre-Show + Onsite) <i>Includes: print marketing, e-marketing, RetailNOW® website, and onsite event signage recognition.</i>	✓	✓	✓	✓
	Recognition in Event Mobile App NEW!	✓	✓	✓	✓
	Pre-Event Registration List NEW! <i>Provided one month prior to event.</i>	✓			
	Registered Attendee List <i>Provided within two weeks post event.</i>	✓			
Inspire®	# of Complimentary Registrations	4	3	2	1
	Recognition in all Event Promotion (Pre-Show + Onsite) <i>Includes: print marketing, e-marketing, Inspire® website, and onsite event signage recognition.</i>	✓	✓	✓	✓
	Recognition in Event Mobile App NEW!	✓	✓	✓	✓
	Pre-Event Registration List NEW! <i>Provided one month prior to event</i>	✓			
	Registered Attendee List <i>Provided within two weeks post event</i>	✓			

QUESTIONS?

Email: Membership@GoRSPA.org Phone: 800.782.2693

COMMUNITY SPONSORSHIPS SUMMARY

		\$5K CANADIAN	\$2.5K W2W
MARKETING BENEFITS	Sponsor Hyperlink (with logo) on Community Landing Page	Logo + Hyperlink	Logo + Hyperlink
	Community Presenting Sponsor Logo on RSPA Sponsor Landing Page	✓	✓
	Logo Featured in Community Specific Emails and/or Invites	✓	✓
	Community Sponsor Spotlight in Community Connection Newsletter	1	1
	RSPA Social Media Post	1	1
	RSPA Publications/Marketing Properties Recognition	✓	✓
	Recognition in pre-event promotion and during Community Roundtable NEW!	✓	✓
	RSPA Trusted Advisor Podcast Live Read Sponsor Recognition (Special Community episodes) NEW!		✓
EVENT PROGRAM BENEFITS- IN-COUNTRY EVENTS	Sponsor Recognition on all Pre-Show Communication for Canadian In-Country Events	✓	
	Prominent Onsite Recognition at all In-Country Events	✓	
	Sponsor Tabletop Option at all Canadian In-Country Events	✓	
	Canadian In-Country Event Attendee List (<i>name & company name</i>)	✓	
COMMUNITY FUNCTION @ RetailNOW	Pre-Show and Onsite Recognition	✓	✓
	Introductory Remarks Provider		✓
	Community Function Attendee List	✓	✓

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NEW! COMMUNITY SPONSORSHIPS SUMMARY

		\$6K	\$7.5K
		ISV	CANNABIS
MARKETING BENEFITS	Sponsor Hyperlink (with logo) on Community Landing Page	Logo + Hyperlink	Logo + Hyperlink
	Community Presenting Sponsor Logo on RSPA Sponsor Landing Page	✓	✓
	Logo Featured in Community Specific Emails and/or Invites	✓	✓
	Logo Featured in Community Slide Deck	✓	✓
	Logo Featured in Community Recap Document	✓	✓
	RSPA Social Media Post	1	1
	RSPA Publications/Marketing Properties Recognition	✓	✓
	Receive Community Member Contact Info (Jan. and July)	✓	✓
	Seat at the table for Community Meetings		✓
	RSPA Trusted Advisor Podcast Live Read Sponsor Recognition (Special Community episodes)	✓	✓
	Recognition during RetailNOW Community Event NEW!	✓	✓
	Sponsor recognition in RSPA Cannabis Directory NEW!		✓
	Listing in RSPA Cannabis Directory NEW!		✓

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NextGEN COMMUNITY SPONSORSHIP SUMMARY

\$7.5K

NEXTGEN

YEAR-ROUND	Prominent Logo Placement on the NextGEN Community Webpage	✓
	The Opportunity to Submit Relevant Content for Publication in RSPA's <i>Connect Magazine</i> , <i>RSPA Community Connection</i> or on the GoRSPA.org Website	✓
	Logo Recognition on All Marketing Material Related to NextGEN	✓
	Featured Guest at Online Community Roundtable NEW!	1
	RSPA Trusted Advisor Podcast Live Read Sponsor Recognition (Special Community episodes) NEW!	✓
NextGEN EVENT at RetailNOW	Welcome Area Logo Signage	✓
	Brand Logo Exposure on Giveaway Item	✓
	Sponsor Recognition by Speaker During Event	✓
	Recognized as Co-Sponsor of the NextGEN Rising Star Inspire Grant Winners	✓
	One (1) Member on the NextGEN Rising Star Inspire Grant Selection Committee	✓
	Recognition during RetailNOW Community Event	✓

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