

Be seen by key retail decision makers

Retail Council of Canada works closely with retail industry leaders to create timely, relevant and thought provoking events to help inform retailers and help them network with other industry professionals. We have several virtual forums planned in 2021 that focus on the themes and lines of business that are important to retailers today. Sponsorship opportunities are available that can help your brand make a powerful impression in front of key retailers.



Forum Webinar Events (Half Day) Sponsorship Opportunities

Levels	Platinum	Gold	Silver	Silver	Bronze	Bronze	Supporting
Benefits	1 opportunity Presenting Sponsor \$10,000	Based on availability Moderator/ Panel \$7,500	Limited opportunities Session Intros \$5,000	1 opportunity Registration \$5,000	2 opportunities Main Stage Fast5 \$3,500	1 opportunity Break Sponsor \$3,500	Limited opportunities Supporting \$2,500
Brand Stage Exposure							
Opportunity for Sr. Executive to participate in welcoming remarks	✓						
Opportunity for Sr. Executive to contribute to a thought leadership session panel (or moderate the panel discussion)*		✓					
Opportunity for Sr. Executive to provide scripted introductory remarks for Main Stage Keynote presentation	✓		✓				
Opportunity for Sr. Executive to deliver a 5 minute thought leadership session					✓		
Broadcast a special message during the 10 minute break or Host a challenge or a poll during the mid-program break to highlight your business and connect with attendees						✓	
Custom slide or 30-sec video clip to include in sponsor recognition	✓						✓
Advertising							
Logo on all relevant communication material	✓	✓	✓	✓	✓	✓	✓
Logo on registration page and registration platform	✓			✓			
Recognition on select email marketing campaign to targeted potential attendees	✓	✓					
Social Media Promo to highlight specific session on RCCs LinkedIn, Twitter and Facebook platforms (one time only)	✓	✓					
Opportunity to post thought leadership/case study/whitepapers, etc. on RCC Community Hubs (website)	✓	✓					
Online Presence							
Logo on Sponsor Webpage with link to company website	✓	✓	✓	✓	✓	✓	✓
Premium logo placement on all event promotion material, emails, PowerPoint slides (bottom left)	✓						
Opportunity to provide link to promotional/thought leadership material in post event Thank You email	✓	✓	✓	✓	✓	✓	✓
Logo beside Session timeslot in the program (on-line version)	✓	✓	✓	✓	✓	✓	✓
Complimentary Passes	10	7	5	5	3	3	2