

Retail Marketing Segment Platinum Sponsorship — \$12,000



**IF YOUR COMPANY HAS SOMETHING COMPELLING AND INFORMATIVE TO SAY –
RETAIL MARKETING SEGMENT SPONSORSHIP
IS THE WAY TO DO IT!**

In exchange for your support, you'll receive the following benefits:

- **Free Banner/Button Ad for one month on the Retail Marketing Segment Webpage**
- Six, one-year complimentary Retail Marketing Council Memberships
- Recognition including your company's logo and hyperlink on the Retail Marketing Segment Webpage
- Recognition on all correspondence to Retail Marketing Council members including your company's name featured on the monthly Council's email communications
- Feature up to 3 articles/white papers on the Retail Marketing Segment Webpage. (Articles/White papers must be educational and not promotional)
- Special Retail Marketing Segment Sponsorship logo for your use

Gain exposure and recognition at these Retail Marketing Segment events planned for the upcoming year.

Events:

- At least four Retail Marketing Council Virtual Seminars
- At least two Retail Marketing Segment Marketers' Audio Conference Forums
- At least four Retail Marketing Council Audio Conferences for Members
- DMA Special Interest Councils Golf Classic (June)

Benefits:

- **Conducting and hosting up to two educational virtual seminars for the Retail Marketing segment**
- **Tabletop space at Retail Marketing Council live events**
- Your company's name and/or logo on every Retail Marketing Council event promotional piece
- Logo placement on every Retail Marketing Council event description Webpage
- Recognition of your company before the start of every Retail Marketing Council virtual seminar
- Logo recognition at every Retail Marketing Council live event including signage and full-page ad in program book, if appropriate
- Priority opportunity to sponsor other related Retail Marketing Council events