

*Position your company as an industry
thought leader*

*Get in front of key retail decision makers
and demonstrate your expertise*

A POWERFUL INVESTMENT

2012 Sponsorship Guide

*Increase your company's exposure
within the retail vertical*

*Showcase your latest innovations and
strengthen your client relationships*

*Become a sponsor today in three
simple steps*



INVEST IN RCC AND YOUR COMPANY

Thank you for your interest in sponsorship with Retail Council of Canada. There are many reasons to invest in RCC. Some of the many benefits include the opportunity to increase your brand recognition and get in front of key decision-makers.

At RCC, we put a premium on our relationships with our sponsors – we view them as partners in helping our retail members succeed. Sponsors help us to provide members with the information, tools and ideas they need to make good business decisions and to prosper. The retail sector moves at lightning speed – our members want to be on the cutting edge and our sponsors help get them there.

We demonstrate the value we place on our sponsors by working with them to tailor sponsorship packages to fit their needs and budget. By helping our sponsors, we help our retail members. Everyone wins, which is always the goal.

I look forward to hearing from you to discuss how sponsorship with RCC can provide your business with the best value and most benefits.

Yours truly,



Bill Yetman
Chief Operating Officer, Retail Council of Canada

“We value the work performed by RCC and their demonstrated leadership in the industry. We continue to partner and support initiatives that keep executives informed of trends and issues in the industry, such as our platinum sponsorship of STORE Conference and the annual Canadian Retailer Executive Roundtable.”

— WILLY KRUH,
Global Chairman, Consumer Markets, KMPG LLP

PARTNERING WITH RCC

Position your company as an industry thought leader

Retail Council of Canada (RCC) has been Canada’s Voice of Retail since 1963. Representing more than 45,000 store fronts of all retail formats across the country, we speak for an industry that touches the daily lives of Canadians in every corner of the country.

Gain brand recognition, enrich your retail relationships and position your products and services with retail professionals. RCC offers many opportunities to expand your industry knowledge, build your network with retail leaders, and gain company profile in the retail vertical.

RCC works with all levels of government and other stakeholders to support employment growth and career opportunities in retail, to promote and sustain retail investment in communities from coast to coast, and to enhance consumer choice and industry competitiveness. RCC provides its members with a full range of services and programs including education and training, benchmarking and best practices, networking, advocacy, and industry information.

ANNUAL PARTNERSHIP

Get in front of key retail decision makers and demonstrate your expertise

RCC’s four annual sponsorship packages are based on financial contribution and activity:

PLATINUM.....	\$85,000-\$149,999
GOLD	\$65,000-\$84,999
SILVER.....	\$35,000-\$64,999
BRONZE.....	\$10,000-\$34,999

Level sponsorship benefits include:

- Preferential booth locations at conferences
- Priority seating at the Excellence in Retailing Awards dinner
- Annual Sponsor recognition in the Holiday issue of *Canadian Retailer* magazine

EXTRA DIVIDENDS

Increase your company's exposure within the retail vertical

ADVERTISING & PROMOTIONS:

- **Canadian Retailer Magazine:** Available in print and online with an audience of over 50,000 readers
 - For rates see www.retailcouncil.org/training/publications
- **e-Newsletter:** Distribution to more than 19,000 recipients
 - Top Banner Placement \$3,600/month
 - Bottom/Middle Banner Placement \$1,500
 - Section-Specific Banner Placement \$2,500/month
- **Website:** Over 9,500 unique visitors per month
 - Top/Vertical Banner Placement \$1,000/month

“Internally, we have been able to leverage RCC’s industry expertise, analysis and thought leadership to support our Retail Specialist account managers as they work to provide relevant and timely advice to their retailer clients. Working together, we believe we are helping build a stronger retail industry in Canada.”

— JIM MULLIGAN,
Director, Retail Client & Business
Strategy, Commercial
Financial Services,
RBC Royal Bank of Canada

INTRINSIC VALUE

Showcase your latest innovations and strengthen your client relationships

STORE – CANADA’S RETAIL CONFERENCE

June 4 - 5, 2012 | Toronto Congress Centre - Toronto, ON

STORE is the premiere retail event of the year in Canada. Attended by more than 700 individuals from across the country, this two-day conference is ideal for sponsors who want to get in front of retail executives to showcase the newest trends and innovations, and garner the most up-to-date industry insights.

A wide variety of sponsorship opportunities are available including:

- Super Session \$15,000
- STORE Mobile App \$6,000/Contra-Sponsorship (NEW!)
- Refreshment Break \$4,000

Vendor Opportunities:

- 10 x 10' booth \$5,250
- 10 x 15' booth \$8,250

Sponsorship of our various events and programs provides your company with the opportunity to connect with industry leaders in a meaningful way by educating and informing them on the latest trends, products, and services.

RETAIL HUMAN RESOURCES CONFERENCE

March 28, 2012 | Toronto Congress Centre - Toronto, ON

Ideal for sponsors interested in promoting best practices to recruit, retain and reward employees. More than 300 individuals attend this event from across Canada.

RETAIL LOSS PREVENTION CONFERENCE

September 12, 2012 | International Centre - Mississauga, ON

Serves loss prevention and retail operations professionals across Canada, focusing on all aspects impacting loss and on strengthening relationships between the retail industry, law enforcement, and governments. More than 300 individuals attend this event each year.

RETAIL ENERGY & SUSTAINABILITY SYMPOSIUM (NEW!)

October 24, 2012 | International Centre - Mississauga, ON

Best suited for companies who want to share ideas and expertise on products and services aiming to reduce the retail industry's environmental impact.

Visit www.retailcouncil.org/sponsorship for a full list of sponsorship and advertising opportunities or contact Ilona Khyoker, Sponsorship Coordinator, at ikhoyker@retailcouncil.org, or (888) 373-8245, ext. 229 to sign up today!

HR/LP/Energy & Sustainability Conferences

A wide variety of sponsorship opportunities are available including:

- Presenting Sponsor \$15,000
- Conference Program \$6,000
- Super Session \$3,000

Vendor Opportunities:

- 10 x 10' booth \$3,250

EXCELLENCE IN RETAILING (ERA) AWARDS DINNER

June 4, 2012 | Toronto Congress Centre - Toronto, ON

Held in conjunction with the STORE conference each year, this commemorative evening allows sponsors to share the stage with the industry's top achievers and celebrate the accomplishments of recipients of awards for Distinguished Canadian Retailer of the Year, Lifetime Achievement and Ambassador. Gain visibility by attaching your name to one of ten sought-after awards. Categories include Retail Marketing, Technology and Store Design.

A wide variety of sponsorship opportunities are available including:

- Award Category Sponsor \$13,000
- Centerpieces \$5,000

CANADIAN GRAND PRIX NEW PRODUCT AWARDS

June 14, 2012 | Venue TBD - Toronto, ON

The Grand Prix Awards provide a unique opportunity for manufacturers of food and household products of all sizes to showcase new products and innovations. Products are judged on presentation and packaging, product attributes, innovation and originality and overall consumer value.

A wide variety of sponsorship opportunities are available including:

- Presenting Sponsor/Co-host \$40,000
- Award Category Sponsor \$25,000

ANNUAL GOLF TOURNAMENT

September 20, 2012 | Angus Glenn Golf Club - Markham, ON

Invite clients for a day on the golf course to connect and build strong relationships. More than 200 golf enthusiasts from across the GTA participate in this annual networking event.

A wide variety of sponsorship opportunities are available including:

- Beverage Carts \$6,000
- Networking Reception \$5,000
- Badges \$3,000
- Contests/Awards \$1,500

EXECUTIVE DINNERS *Dates & Locations TBD*

Engage with leading retail executives in an informal setting. We work with you to create a memorable, intimate gathering that yields fresh insights and new friendships. Sponsorship includes hosting and helping facilitate discussions. Limited to one sponsor per dinner. \$8,000

"MindField Group has had both the pleasure and privilege of working with RCC over the past two years. We have been very fortunate to have co-presented on webinars sharing our expertise in recruitment and have attended and exhibited at the national events. We appreciate all of the support RCC has provided us and we look forward to our continued partnership and future opportunities with RCC"

— CAMERON LAKER,
President & Founder,
MindField Group

"Working together, we are able to bring world-class thought leadership to RCC's members. This not only provides great value to all concerned, by working together, we are helping to strengthen the Retail industry."

— DAVE RODGERSON,
Marketing Manager, Retail Industry -
North America, IBM Canada Ltd.

LEADERS IN RETAIL BREAKFASTS *Dates & Locations TBD*

Enjoy a collegial setting to meet face-to-face with prominent retail leaders to discuss common interests, advance business, and raise retail standards. Four breakfasts are held annually across the country. Sponsorship includes hosting and introducing the speaker. Limited to one sponsor per breakfast. \$3,000

THOUGHT LEADERSHIP OPPORTUNITIES

RCC works with industry partners to provide members with relevant, timely information on important trends and issues. RCC's thought leadership activities enable sponsors to demonstrate their expertise and properly align their business objectives with the needs of RCC members. Initiatives can take the form of webinars, workshops, research reports, and more. *Costs vary by project.*

MAKE A WISE INVESTMENT

Three easy steps to get involved!

1

BECOME A MEMBER

The first step to getting involved with RCC is to join! RCC views sponsorship, exhibiting and advertising as opportunities above and beyond membership. Membership keeps you abreast of retail trends, sales conditions and important industry issues. We do the homework so you can focus on what really matters: building stronger retail relationships.

To become a member of RCC, contact Membership Services at 1-888-373-8345 or 416-922-6678 or by e-mail at membership@retailcouncil.org.

2

GET CONNECTED

Once you've become a member and reviewed this brochure, contact us to help you determine what sponsorship or advertising opportunities will work best for you. The sponsorship department will set up a meeting to customize a package that fits your needs and budgets.

3

MAKE IT OFFICIAL

Sponsorship and advertising are based on a first-come, first-serve basis, and spaces fill up fast! RCC will put together a contract outlining what benefits you will receive with your sponsorship.

To make the most of your sponsorship budget dollars, contact Bill Yetman, *Chief Operating Officer*, at 416-922-6678, ext. 249; e-mail: byetman@retailcouncil.org or Ilona Khoyker, *Sponsorship Coordinator*, at 416-922-6678, ext. 229; e-mail: ikhoyker@retailcouncil.org.

"Chase Paymentech has worked with RCC for close to a decade and understands the specific requirements of retailers, from major companies to independent storefronts. We are pleased to work with RCC to deliver relevant payment options that can help drive new retail business and reduce overall payment processing costs."

— SAM JAWAD,
President,
Chase Paymentech Canada

Become an RCC sponsor to build a powerful retail network, strengthen your existing client relationships through an enhanced presence within the Canadian retail industry and have your message seen by the most important decision makers in the country.



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