



# SPONSORSHIP & ADVERTISING OPPORTUNITIES

## 2018 NEW YORK | SAN FRANCISCO

Join us as we take the **Women in Retail Leadership Circle** “on the road” for regional, day-long events in New York City and San Francisco. Like the popular Women in Retail Leadership Summit, these invitation-only events enable executive women in leadership positions at retail companies the opportunity to network, learn from each other, and improve business processes. WIRLC events are like no other, featuring content focusing on both executive professional development and retail business strategy. Attendees will hear exciting keynote presentations from C-level women at enterprise retailers as well as from founders of startup companies disrupting the retail space. In addition to engaging keynote presentations, WIRLC events feature thought-provoking panels as well as fun, unique networking opportunities. Take advantage of these opportunities to share your knowledge with new contacts, discuss industry issues, and find inspiration on how to conquer challenges in both your personal and professional lives.

### DIAMOND (LIMITED TO 1)

- Keynote Introduction Presentation – includes conference-opening presentation prior to Keynote to whole conference
- Includes exclusive cocktail reception sponsorship, personal toast and signature cocktail
- Includes solo seat drop to all attendees (gift provided from sponsor, Total Retail)
- Opportunity to host/moderate Roundtable
- WIR will provide a list of attendees to sponsor which will include attendees’ names, titles, companies and contact information
- Includes up to 5 free VIP/all access retail passes for clients/prospects to attend, approved and vetted by WIR
- Includes up to 4 VIP/all access sponsor passes
- Sponsor VIP access to speed dating networking event during WIRLC event
- Includes blog/article in WIR e-newsletter, Inner Circle
- Includes recorded video interview with WIR editor at event that runs in Inner Circle e-newsletter post-event
- Sponsor can provide a gift and/or handout for tote bags to all attendees and/or participate in giveaway raffle
- Includes maximum presence on all email, online and live event signage promotions
- Includes sponsor materials displayed on literature table
- Includes eBlast to attendees post-event

**PACKAGE VALUE = \$25,000**

POWERED BY  
**TotalRetail**

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### PLATINUM (LIMITED TO 3)

- Case study presentation to entire conference (WIR to determine best fit within agenda)
- Opportunity to host/moderate Roundtable
- WIR will provide a list of attendees to sponsor which will include attendees' names, titles, companies and contact information
- Includes up to 3 free VIP/all access retail passes for clients/prospects to attend, approved and vetted by WIR
- Includes up to 3 VIP/all access sponsor passes
- Includes blog/article in WIR e-newsletter, Inner Circle
- Sponsor can provide a gift and/or handout for tote bags to all attendees and/or participate in giveaway raffle
- Sponsor VIP access to speed dating networking event during WIRLC event
- Includes maximum presence on all email, online and live event signage promotions
- Includes sponsor materials displayed on literature table
- Includes eBlast to attendees post-event

**PACKAGE VALUE = \$20,000**

### GOLD (LIMITED TO 3)

- Opportunity to host/moderate Roundtable
- WIR will provide a list of attendees to sponsor which will include attendees' names, titles, companies and contact information
- Includes up to 2 free VIP/all access retail passes for clients/prospects to attend, approved and vetted by WIR
- Includes up to 2 VIP/all access sponsor passes
- Sponsor can provide a gift and/or handout for tote bags to all attendees and/or participate in giveaway raffle
- Sponsor VIP access to speed dating networking event during WIRLC event
- Includes maximum presence on all email, online and live event signage promotions
- Includes sponsor materials displayed on literature table
- Includes eBlast to attendees post-event

**PACKAGE VALUE = \$15,000**

POWERED BY  
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