

Engage in E-tail Seminar Sponsorship

This is your chance to target retailers who are engaging in online strategies and keen to know more about how your business can help them remain vibrant in an increasingly competitive industry.

The Australian Retailers Association (ARA) and the Australian Sporting Goods Association (ASGA) are jointly hosting half day 'Engage in E-tail' seminars dedicated to online trade and e-commerce with 100 - 150 retailers expected to attend.

Gold Sponsorship of **one upcoming** Engage in E-tail seminar:

\$1500 + GST (for current ARA associates)

\$2500 + GST (for non-ARA associates*)

Gold Sponsorship of all **five remaining** Engage in E-tail seminars:

\$6,000 + GST (for current ARA associates)

\$10,000 + GST (for non-ARA associates*)

1. Corporate identification on all event marketing collateral, print and electronic communication

- Specific ARA / ASGA Engage in E-tail e-newsletters / e-flyers distributed to over 5000 retailers
- Logo presence in ARA's national magazine - The ARA Retailer - alongside seminar editorial
- Advertisement in ASGA monthly e-newsletter
- Acknowledgement in media releases throughout the campaign
- Logo presence on www.retail.org.au and www.asga.com.au web promotions
- Joint Gold sponsor follow-up email to all seminar attendees
- *12 month supplier listing in The ARA Retailer magazine valued at \$750 + GST (non-ARA associates only)

2. Prominent visual / verbal recognition at the Engage in E-tail seminar

- Company logo displayed prominently on power point display during seminar
- Opportunity to place company banners at the seminar
- Opportunity to include flyers or corporate gifts in satchel bags distributed to all attendees at the seminar
- Logo presence on front of seminar program booklet to be distributed to all attendees
- MC acknowledgement of sponsors at the seminar

3. Complimentary / Discounted tickets

- Up to two single complimentary tickets to the seminar
- Special seating arrangements can be made upon request

Silver Supporter of **one upcoming** Engage in E-tail seminar: \$750 + GST

Silver Supporter of all **five remaining** Engage in E-tail seminars: \$3,000 + GST

1. Prominent visual recognition at the Engage in E-tail seminar

- Company logo displayed on the back of seminar program booklet to be distributed to all attendees at the seminar
- Opportunity to include one flyer or corporate gift in satchel bags distributed to all attendees at the seminar

2. Event supporter logo presence in The ARA Retailer magazine - alongside seminar editorial

3. Complimentary / Discounted tickets

- One single complimentary ticket to the seminar
- Special seating arrangements can be made upon request

BECOME A SPONSOR TODAY

events@retail.org.au, 1300 368 041

or visit www.retail.org.au for more information

