

RSPA

www.GoRSPA.org

2025

**ANNUAL
SPONSORSHIP
OPPORTUNITIES**

2024 SPONSORS

PLATINUM



GOLD



Point of Sale | Payments+ | Payroll+

SILVER



BRONZE



CANADIAN COMMUNITY



CANNABIS COMMUNITY



NEXTGEN COMMUNITY



ISV COMMUNITY



W2W COMMUNITY



LATAM COMMUNITY



MEDIA & ASSOCIATION PARTNERS



RSPA PACKAGE SPONSOR SUMMARY

\$50K

\$30K

\$20K

\$7.5K

		PLATINUM	GOLD	SILVER	BRONZE
MARKETING BENEFITS	Recognition in all RSPA Publications/Properties <i>Includes: GoRSPA.org, member directory, RSPA newsletter, Connect Magazine, social media, RSPA Solution Center, and RSPA Academy Roundtables</i>	✓	✓	✓	✓
	Visibility on Sponsor Landing Page @ GoRSPA.org	Logo & Hyperlink	Logo & Hyperlink	Logo Only	Logo Only
	Community Connection Premium Sponsor Spotlight	6	3	2	1
	Community Connection Sponsor Spotlight	8	5	3	1
	Customized Sponsorship <i>Choose your benefits from below (can duplicate items):</i>	Select any combination of 4	Select any combination of 4	Select any combination of 4	Select any combination of 2
	<i>GoRSPA.org Rotating Ad</i>	4 months	3 months	2 month	1 month
	<i>RSPA Content Email Sponsor Spotlight</i>	1 per quarter	2 - 1 every other quarter	1	1
	<i>RSPA Sponsored Social Media Post</i>	4	3	2	1
	Multi-Package Purchase Discount Available <i>NEW!</i> <i>(Annual, Community, RetailNOW, Inspire)</i>	✓	✓	✓	✓
	RSPA Solution Center Upgrades				
	<i>Logo featured at the top of the RSPA Solution Center page</i>	✓	✓	✓	✓
	<i>Number of products/services listed, product/service videos, vendor resources (website links, case studies, or white papers)</i>	6	6	5	4
	<i>Mention and link back in RSPA Vendors You Should Know emails</i>	6	5	3	2
	<i>Mention and link back in RSPA Community Connection newsletters</i>	2	2	2	1
<i>Mention and link back in RSPA social media posts - Twitter, LinkedIn, or Facebook</i>	8	6	4	3	
Thought Leadership Benefits	Recognition on EXCElerate Sponsor Page	✓	✓	✓	✓
	Featured guest thought leader on RSPA “The Trusted Advisor” Podcast	✓	✓		
	RSPA Trusted Advisor Podcast Live Read Sponsor Recognition (All Episodes)	✓	✓		
	Sponsor Static Branding: <i>Includes RSPA Academy Webpage and RSPA Member Business Resources Portal</i>	✓	✓	✓	✓



Now Available: Multi-Package Discount

You can receive a tailored sponsorship experience and special discount if you participate in multiple RSPA packages. A combination of Annual, Community, RetailNOW, and Inspire sponsorships will both help you achieve your company goals and unlock discounted rates. For details, email RSPA VP of Member Services Ashley Naggy at Membership@GoRSPA.org.

RSPA PACKAGE SPONSOR SUMMARY CONTINUED

	PLATINUM	GOLD	SILVER	BRONZE	
RetailNOW®	# of Complimentary Registrations	8	5	3	1
	Preferred Booth Selection	✓	✓	✓	✓
	Recognition in all Event Promotion (Pre-Show + Onsite) <i>Includes: print marketing, e-marketing, RetailNOW® website, and onsite event signage recognition</i>	✓	✓	✓	✓
	Recognition in Event Mobile App	✓	✓	✓	✓
	RetailNOW Town Hall Recognition NEW!	✓	✓	✓	✓
	RetailNOW Town Hall Registration List NEW!	✓	✓	✓	
	Pre-Event Registration List <i>Provided one month prior to event</i>	✓			
	Registered Attendee List <i>Provided within two weeks post event</i>	✓	\$1,250	\$1,875	\$2,500
Inspire®	# of Complimentary Registrations	4	3	2	1
	Recognition in all Event Promotion (Pre-Show + Onsite) <i>Includes: print marketing, e-marketing, Inspire® website, and onsite event signage recognition</i>	✓	✓	✓	✓
	Recognition in Event Mobile App	✓	✓	✓	✓
	Pre-Event Registration List <i>Provided one month prior to event</i>	✓			
	Registered Attendee List <i>Provided within two weeks post event</i>	✓			



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QUESTIONS?

Email: Membership@GoRSPA.org **Phone:** 800.782.2693

COMMUNITY SPONSORSHIPS SUMMARY

		\$6K	\$4K
		CANADIAN	LATAM
MARKETING BENEFITS	Sponsor Hyperlink (with logo) on Community Landing Page	Logo + Hyperlink	Logo + Hyperlink
	Community Presenting Sponsor Logo on RSPA Sponsor Landing Page	✓	✓
	Logo Featured in Community Specific Emails and/or Invites	✓	✓
	Community Sponsor Spotlight in Community Connection Newsletter	1	1
	RSPA Social Media Post	1	1
	RSPA Publications/Marketing Properties Recognition	✓	✓
	Recognition in pre-event promotion and during Community Roundtable/ Discussion NEW!	✓	✓
	Receive Community Member Contact Info (Mar. and Sept.)		✓
COMMUNITY FUNCTION @ RetailNOW	Pre-Show and Onsite Recognition	✓	
	Sponsor Collateral Drop or Prize Giveaway	✓	
	Community Function Attendee List	✓	
EVENT PROGRAM BENEFITS- IN-COUNTRY EVENTS	Sponsor Recognition on all Pre-Show Communication for Canadian In-Country Events	✓	
	Prominent Onsite Recognition at all In-Country Events	✓	
	Sponsor Tabletop Option at all Canadian In-Country Events	✓	
	Canadian In-Country Event Attendee List (<i>name & company name</i>)	✓	

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COMMUNITY SPONSORSHIPS SUMMARY

\$7K

\$6K

ISV

VAR BUSINESS GROWTH & DEVELOPMENT

		ISV	VAR BUSINESS GROWTH & DEVELOPMENT
MARKETING BENEFITS	Sponsor Hyperlink (with logo) on Community Landing Page	Logo + Hyperlink	Logo + Hyperlink
	Community Presenting Sponsor Logo on RSPA Sponsor Landing Page	✓	✓
	Logo Featured in Community Specific Emails and/or E-blast Invites	✓	✓
	Logo Featured in Community Slide Deck	✓	✓
	Logo Featured in Community Recap Document	✓	✓
	RSPA Social Media Post	1	1
	RSPA Publications/Marketing Properties Recognition	✓	✓
	Receive Community Member Contact Info (Mar. and Sept.)	✓	✓
	RSPA Trusted Advisor Podcast Live Read Sponsor Recognition (Special Community episodes)	✓	
	Sponsor recognition in RSPA ISVs Spill the Tea Series NEW!	✓	
	RSPA ISVs Spill the Tea Series Registrant List (Mar. and Sept.) NEW!	✓	
	COMMUNITY FUNCTION © RetailNOW	Pre-Show Recognition	✓
Recognition during RetailNOW Community Event		✓	
RetailNOW Community Function Attendee List		✓	

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COMMUNITY SPONSORSHIPS SUMMARY

		\$7.5K	\$4K
		NEXTGEN	W2W
MARKETING BENEFITS	Sponsor Hyperlink (with logo) on Community Landing Page	Logo + Hyperlink	Logo + Hyperlink
	The Opportunity to Submit Relevant Content for Publication in RSPA's <i>Community IQ Resource Center and in RSPA Community Connection</i>	✓	✓
	RSPA Publications/Marketing Properties Recognition	✓	✓
	RSPA Social Media Post	✓	1
	Recognition in pre-event promotion and during Community Roundtable/ Discussion NEW!	✓	✓
	Featured Guest at Online Community Roundtable/Discussion NEW!	✓	
	RSPA Trusted Advisor Podcast Live Read Sponsor Recognition (Special Community episodes) NEW!	✓	✓
COMMUNITY FUNCTION @ RetainNOW	Pre-Show and Onsite Recognition	✓	✓
	Brand Logo Exposure on Giveaway Item	✓	
	Recognized as Co-Sponsor of the NextGen 50 Under 40 Rising Star List NEW!	✓	
	Community Function Attendee List	✓	✓

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CANNABIS COMMUNITY SPONSORSHIP SUMMARY

\$7K

CANNABIS

		CANNABIS
MARKETING BENEFITS	Sponsor Hyperlink (with logo) on Community Landing Page	Logo + Hyperlink
	Community Presenting Sponsor Logo on RSPA Sponsor Landing Page	✓
	Logo Featured in Community Specific Emails and/or Invites	✓
	Logo Featured in Community Slide Deck	✓
	Logo Featured in Community Recap Document	✓
	RSPA Social Media Post	1
	RSPA Publications/Marketing Properties Recognition	✓
	Receive Community Member Contact Info (Mar. and Sept.)	✓
	Seat at the table for Community Meetings	✓
	RSPA Trusted Advisor Podcast Live Read Sponsor Recognition (Special Community episodes)	✓
	Sponsor recognition in RSPA Cannabis Directory	✓
	Listing in RSPA Cannabis Directory	✓
	Invitation to Community Networking Dinner NEW!	✓
COMMUNITY FUNCTION @ RetailNOW	Pre-Show Recognition	✓
	Recognition during RetailNOW Community Event	✓
	Community Function Attendee List	✓

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