



THE UNIVERSITY OF ARIZONA
COLLEGE OF AGRICULTURE & LIFE SCIENCES

Terry J. Lundgren
Center for Retailing

GR (Global Retailing) Ideas Summit

April 28-29, 2021

Campus of the University of Arizona

Contact: Sheila Kressler-Crowley - sheiladkressler@email.arizona.edu

Sponsorship Packages

The GR (Global Retailing) Ideas Summit attracts over 350 executives from retailers, brands and retail tech companies as well as university faculty and students from leading programs from across the country. This attraction is driven by insightful presentations by leading executives at companies driving change in this dynamic industry and other influential thought leaders. This high quality yet intimate event provides a great opportunity for conference sponsors to connect with this diverse and high-level group of attendees.



Terry J. Lundgren
Macy's
CEO and Chairman, Retired



Doug McMillon
Walmart
President and CEO

Tucson's Sky Islands – quickly rising mountains that encircle the city – give the area one of the most unique and diverse ecosystems in the United States. The arid lowlands dominated by prickly pear, Saguaro cacti and roadrunners give way to the Sky Islands with their oak and pine trees, waterfalls, and deer and black bears escaping the blazing heat of the desert summers.

The sponsorship packages offered by the GR Ideas Summit celebrate the four principal Sky Islands of Tucson – the Santa Catalina, Rincon, Santa Rita and Tucson mountains. They also reflect the importance of the conference's sponsors who likewise rise above the retail industry in their support for this important and influential event.

Santa Catalina

SOLD!



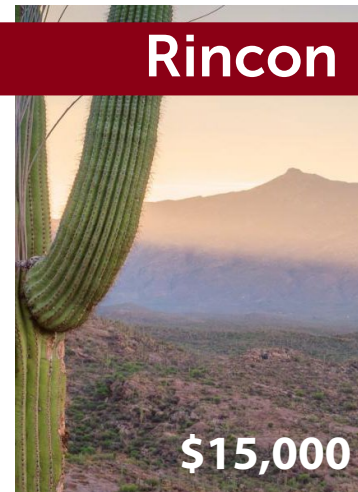
\$30,000

- Top level branding on all pre-conference marketing materials and social media, conference magazine and day-of-event signage.
- Exclusive branding/sponsorship of new evening *Global Under The Stars* gala on Thursday, April 2 featuring Terry J. Lundgren and keynote designer along with students from the University of Arizona's retailing and consumer sciences program. Sponsorship will be noted via branding at the dinner at each table, announced during the conference and noted within the conference magazine. Representatives from the sponsoring company may take a role in the evening program.
- Full-page company case profile (e.g., profile of recent initiative, employee profile, planned strategic initiatives) with company branding in newly redesigned and expanded conference magazine.
- Company logo with hyperlink and short description on conference speaker video clips on newly designed GR Ideas Summit website. New website will feature short (i.e., 8-15 minutes) tag searchable clips from current and past conferences. Sponsor may select six clips from current conference for exclusive company branding. Branding will stay in place for one year.

SOLD!

Rincon

- Second level branding on all pre-conference marketing materials and social media, conference magazine and day-of-event signage.
- Half-page company case profile (e.g., profile of recent initiative, employee profile, planned strategic initiatives) with company branding in newly redesigned and expanded conference magazine.
- Exclusive branding/sponsorship of conference luncheon on first day of event. Sponsorship will be noted via branding at the luncheon at each table, announced during the conference and noted within the conference magazine.
- Company logo with hyperlink and short description on conference speaker video clips on newly designed Global Retailing Conference website. New website will feature short (i.e., 8-15 minutes) tag searchable clips from current and past conferences. Sponsor may select three clips from current conference for exclusive company branding. Branding will stay in place for one year.



\$15,000

Santa Rita

Multiple sponsorships available



\$10,000

- Branding on all pre-conference marketing materials and social media, conference magazine and day-of-event signage.
- One-quarter page company case profile (e.g., profile of recent initiative, employee profile, planned strategic initiatives) in newly redesigned and expanded conference magazine.
- Company logo with hyperlink and short description on conference speaker video clips on newly designed Global Retailing Conference website. New website will feature short (i.e., 8-15 minutes) tag searchable clips from current and past conferences. Sponsor may select two clips from current conference for non-exclusive company branding. Branding will stay in place for one year.

Multiple sponsorships available

- Branding on all pre-conference marketing materials and social media, conference magazine and day-of-event signage.
- One-eighth page company description with logo/branding in newly redesigned and expanded conference magazine.
- Company logo with hyperlink and short description on conference speaker video clips on newly designed Global Retailing Conference website. New website will feature short (i.e., 8-15 minutes) tag searchable clips from current and past conferences. Sponsor may select one clip from current conference for non-exclusive company branding. Branding will stay in place for one year.

Tucson



\$5,000

Special Sponsorship Opportunities

Networking Lounge (\$5,500 – *multiple available*)

Dedicated exhibitor space integrated within break and luncheon area to facilitate interaction with conference participants. The area's proximity to morning and afternoon snack breaks and luncheon will allow more natural discussions with participants. Each exhibitor will have access to a variety of setups including high top tables, couches and side tables as well as electricity for small tabletop displays. Networking lounge exhibitors also have opportunity to have separate display within Exhibitor Space (below).

Exhibitor Space (\$1,500 – *multiple available*)

Stand alone space for standard exhibits including single table with electrical outlets as needed. Space will be open during pre-conference opening, luncheon and intermittently through both days. All Corporate Advisory Board companies may have use of this space at their discretion.

Conference Breakfast (\$5,000 – *two openings/exclusive each day*)

Exclusive branding/sponsorship of conference breakfast on both days of the event. Sponsorship will be noted via branding at the breakfast at each table, announced during the conference and noted within the conference magazine.

ONE SOLD!

Conference Breaks (\$2,500 – *three available*)

Exclusive branding/sponsorship of conference breaks. Two opportunities on the first day (April 2) and one on the second day (April 3). Only one sponsorship for each break but one may secure multiple breaks. Sponsorship will be noted via branding at the break food setup, announced during the conference and noted within the conference magazine.



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Sponsorship Form

Company Name: _____

Contact Name: _____

Telephone: _____ Email Address: _____

Sponsorship Packages

(check the specific boxes below to indicate your specific sponsorship interests. For those packages that have specific sponsor limits, please contact our offices to confirm current availability)

Santa Catalina (\$30,000) - *limited to one sponsorship*

Rincon (\$15,000) - *limited to one sponsorship*

Santa Rita (\$10,000) - *multiple sponsorships available*

Tucson (\$5,000) - *multiple sponsorships available*

Special Sponsorship/Exhibitor Opportunities

Conference Breakfasts (\$5,000) - *limited to two sponsorships*

Conference Breaks (\$2,500) - *limited to three sponsorships*

Exhibitor Lounge (\$5,500) - *multiple sponsorships*

Exhibitor Space (\$1,500) - *multiple sponsorships*

Please return this form to secure your sponsorship. Submissions may be done via fax (520-621-5896), scanned form to the email address below or click the "Email Form" button below to send it directly. We will contact you to discuss payment options.



Terry J. Lundgren Center for Retailing
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University of Arizona
Tucson, AZ 85712

For questions, contact Sheila Kressler-Crowley at sheiladkressler@email.arizona.edu or at (520) 621-1075