



Illinois  
Retail Merchants  
Association

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# IRMA Sponsorship Application

The Illinois Retail Merchants Association (IRMA) Annual Sponsorship Packages provide organizations and companies the best opportunities for engagement with retailers throughout the entire state of Illinois. Annual sponsorships last one year from the time the sponsorship agreement is secured.

	<b>SUPPORTING SPONSOR</b> \$5,000	<b>ELITE SPONSOR</b> \$10,000 <small>LIMITED 5 sponsors per year</small>	<b>PREMIER SPONSOR</b> \$15,000 <small>LIMITED 2 sponsors per year</small>
<b>Sponsor both IRMA annual events: logo on all event collateral and 10 tickets to each event</b>	✓	✓	✓
Sponsored article placement in 1 <i>Retail Register</i> * digital newsletter	✓	✓	✓
<b>Sponsorship recognition on IRMA website for:</b>	<b>3 months</b>	<b>6 months</b>	<b>1 year</b>
Logo featured in 4 quarterly <i>Retail Registers</i> *		✓	✓
<b>Sponsored article placement in 4 quarterly <i>Retail Registers</i>*</b>		✓	✓
Promotional booth at registration area of Business Day Luncheon		✓	✓
<b>Full page sponsorship placement in program book at both annual IRMA events</b>			✓
Logo featured in <i>This Week in Springfield</i> ** statewide, digital newsletter and monthly Chicago <i>121 Report</i> ***			✓

\*Retail Register: Published on a quarterly basis four times a year, distributed statewide to the entire IRMA membership.

\*\*This Week in Springfield: Published on a weekly basis while the Illinois General Assembly is in session (January – May), distributed statewide to the entire IRMA membership. If the Assembly goes into over-time, additional issues will be published. At least four additional issues are published typically in the months of June, September and October.

\*\*\*121 Report: Published on a monthly basis distributed to all members with locations in Cook County and/or the City of Chicago.