



IRMA RETAIL PARTNER PROGRAM

The Illinois Retail Merchants Association is the only statewide organization representing retailers of all types, including apparel, restaurants, boutiques, entertainment and more.

IRMA Retail Partner Program allows our non-retail suppliers and supporters to participate in IRMA communications and events. There are four levels of participation outlined below.

CHAMPION \$10,000/year

Sponsor Highlight Listing on our Partner Webpage Featuring Business Description & Link

"Sponsored By" IRMA Blog Spotlight Your Logo Featured on our Blog 4X Per Year

Retail Register Sponsor Spotlight Featuring Logo & Business Description 6x Per Year

This Week in Springfield (Legislative Session Updates) Sponsor Listing In Every Publication

Priority Article Submission in Blog & IRMA Publications* Based Upon Availability

IRMA Events** Exhibitor Table, 4 Tickets To Annual Meeting* + Sponsor Logo & Description In Program Materials

ADVOCATE \$8,000/year

Featured Logo on Our Partner Webpage With Business Description & Link

"Sponsored By" IRMA Blog Spotlight Your Logo Featured on our Blog 2X Per Year

Retail Register Sponsor Spotlight Featuring Logo 4x Per Year & Business Description 2x Per Year

This Week in Springfield (Legislative Session Updates) Sponsor Listing 4X Per Month During Session

Article Submission in Blog & IRMA Publications* Based Upon Availability

IRMA Events** Exhibitor Table, 2 Tickets To Annual Meeting* + Sponsor Logo In Program Materials

PRESENTING \$5,000/year

Sponsor Name, Link & Description Listed On Our Partner Webpage

"Sponsored By" IRMA Blog Spotlight Your Logo Featured on our Blog 1X Per Year

Retail Register Sponsor Spotlight Featuring Logo 2x Per Year

This Week in Springfield (Legislative Session Updates) Sponsor Listing 1X Per Month During Session

IRMA Event** Sponsor Listing In Program Materials

SPOTLIGHT \$2,500/year

Sponsor Name & Link Listed On Our Partner Webpage

One Spotlight Sponsor Listing in your choice of one IRMA Publication: Retail Register, This Week in Springfield, or Blog Spotlight. 1x Per Year

* Article submission must be educational and provide value to the membership. In no way can the information presented reflect an "advertisement" for the sponsorship organization.

**in the case of virtual events, sponsors will be highlighted on video

To begin aligning your company with Illinois' most powerful voice for retail, contact Rob Karr at 217-544-1003 today.