

2021



## Quebec Sponsorship Opportunities

**RCC** RETAIL  
COUNCIL  
OF CANADA

**CCCD** CONSEIL CANADIEN  
DU COMMERCE  
DE DÉTAIL

## Be seen by key retail decision makers in Quebec

Retail Council of Canada | Le Conseil canadien du commerce de détail (CCCD) works closely with retail industry leaders to create timely, relevant and thought-provoking events to help inform retailers, and help them network with other industry professionals. In 2021 there are several virtual forums targeted specifically to retailers in Quebec. Sponsorship opportunities are available that can help your brand make a powerful impression in front of key retailers



# Quebec Strategic Leadership Series | Série d'entretiens stratégiques

Conseil canadien du commerce de détail's President Marc Fortin interviews executive retail leaders from prominent Quebec retailers.

These are French language events with simultaneous translation in English.

Spring and Fall series with 2-3 events hosted each season.

Audience: Vendors and suppliers only, 250-400 in attendance in 2020.

## Sponsorship Opportunities

Levels	Gold	Silver	Bronze
<b>Benefits</b>	1 Opportunity <b>\$3,000</b>	2 Opportunities <b>\$1,950</b>	3 Opportunities <b>\$950</b>
<b>Brand Exposure</b>			
Opportunity for Sr. Executive to provide scripted introductory remarks	✓		
Opportunity for Sr. Executive to provide participate in closing remarks	✓		
<b>Networking</b>			
Opportunity for Sr. Executive to meet the speaker 15 minutes before the event goes live.	✓		
<b>Online Presence</b>			
Logo recognition on event backdrop to be used by RCC	✓		
Logo recognition on English and French event websites with link to company websites	✓	✓	✓
<b>Sponsor Recognition on Event Promotional Collateral</b>			
Logo recognition included on all promotional event emails	✓	✓	
Logo recognition on registration page / platform / confirmation emails	✓		
Logo recognition on the welcome slide during the event	✓	✓	✓
Logo and or company mention in social media posts (LinkedIn and Twitter)	✓	✓	
Visual and verbal recognition at the live event during opening and closing remarks	✓	✓	✓
Opportunity to provide link to organization material in post event email	✓	✓	
Complimentary registrations	6	4	2

# DTL Québec (Virtual events in Spring and Fall)

This event is designed specifically for Quebec retail leaders. A must-see retail event, DTL Québec returns this year in a virtual format. The forum will explore the latest trends in the industry, marketing strategies, human resources challenges and more.

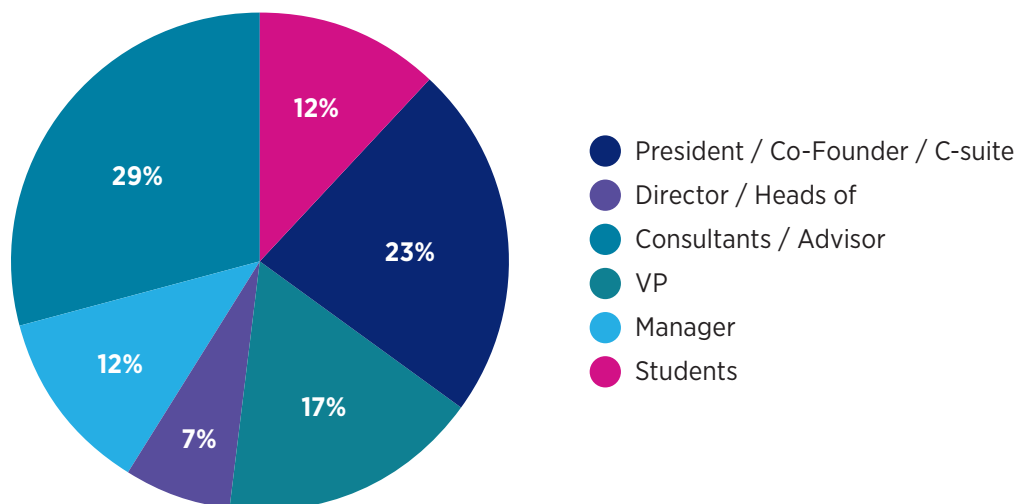
Take advantage of this opportunity to learn from key leaders in the industry.

Spring and Fall series with 2 events hosted each season.

Audience: Retailers, vendors and suppliers from the Quebec retail community. Anticipated attendance of 250.

## Sponsorship Opportunities include:

- Platinum Sponsor – 1 opportunity
- Gold Sponsor – Based on availability – Executive participation as a moderator or panelist
- Silver Sponsor – 3 opportunities - two Fast2 (approximately two minute sponsor presentations) plus one refreshment break sponsor
- Bronze Sponsor – Limited opportunities - Session introduction or registration
- Supporting Sponsor – Limited opportunities



RENDEZ-VOUS  
**DTL**  
QUÉBEC

**CCCD** CONSEIL CANADIEN  
DU COMMERCE  
DE DÉTAIL

**RCC** RETAIL  
COUNCIL  
OF CANADA

Levels	Platinum	Gold	Silver	Bronze	Supporting
	1 Opportunity	Based on availability	3 Opportunities	Limited Opportunities	Limited Opportunities
Benefits	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
<b>Brand Stage Exposure</b>					
Opportunity for Sr. Executive to provide thought leadership session, case study, research, trends, etc. upon RCC approval	✓				
Opportunity for Sr. Executive to play a role in the opening remarks for the event	✓				
Opportunity for Sr. Executive to contribute to a thought leadership session as a panelist or moderator if available - podium exposure 20-30 minutes		✓			
Opportunity for Sr. Executive to provide scripted introductory remarks for main stage keynote presentation				✓	
Two Opportunities - Opportunity for Sr. Executive to provide 2 minute thought leadership session			✓*		
One Opportunity - During the 10 minute break highlight your business and engage with the community by hosting a challenge, broadcast a message or conduct a variety of polls			✓*		
Custom slide or 30-sec video clip to include in sponsor recognition	✓	✓	✓	✓	
<b>Online Presence</b>					
Logo recognition on English and French event websites with link to company website	✓	✓	✓	✓	✓
Premium logo placement on RCC PowerPoint Slides during the event	✓				
Logo beside session timeslot in online agenda	✓	✓	✓	✓	
<b>Sponsor Recognition on Event Promotional Collateral</b>					
Logo recognition on all relevant communication material	✓	✓	✓	✓	✓
Logo recognition on registration page / platform / confirmation emails	✓			✓ (registration sponsor only)	
Logo and or company mention in social media posts (LinkedIn and Twitter)	✓	✓			
Visual and verbal recognition at the live event during opening and closing remarks	✓	✓	✓	✓	✓
Opportunity to provide link to organization material in post event email	✓	✓			
Opportunity to post thought leadership/case study/whitepapers, etc. on RCC Community Hubs (website)	✓	✓			
Complimentary Passes	10	6	4	2	1



## RCC Advertising and Sponsorship Inquiries

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