

**20
25**

URA TRADE SHOW
SPONSORSHIP
PACKET

OCTOBER 5-8
OKLAHOMA CITY, OK



ABOUT

WHY SPONSOR?

Whether you're aiming to build strong industry relationships, gain valuable insights, or elevate your reputation, a URA sponsorship offers a strategic and rewarding investment. Sponsoring with URA positions your brand at the forefront of industry innovation and influence, providing exclusive access to networking, learning, and brand-building opportunities that resonate well beyond the event.



Sponsor Recognition Levels:

Platinum - \$5,000+

Gold - \$3,000 - \$4,999

Platinum and Gold sponsors receive at least four (4) dedicated e-blasts specific to their activities. The sponsor must provide artwork. Sponsor logo will be included in communications before, during, and after the event and on signage.

Silver - \$1,000 - \$2,999

Bronze - \$300 - \$999

Silver and Bronze sponsors receive their company name in communications before, during, and after the event and on signage.

SPONSORSHIP OPPORTUNITIES



EXCLUSIVE RETAILER PARTIES

Sponsor will be responsible for arranging location, food and/or beverages, entertainment and decorations. All costs are the responsibility of the sponsor.

Location ideas include space at the magnificent headquarters hotel, an outdoor experience at Scissortail Park or even an outdoor adventure at Riversport, the US Olympic and Paralympic training site for both rowing, canoeing and kayaking. The sky's the limit in this capital city. Complimentary location options include a beautiful ballroom with floor to ceiling windows and pre-function space with an outdoor balcony overlooking Scissortail Park.



SUNDAY WELCOME PARTY Investment: \$4,000

The host of this party will have the exclusive advantage of welcoming retailers. This is your exclusive opportunity to welcome and entertain retailers to this beautiful city that boasts an abundance of sunny days. You select a two-hour window on the afternoon or evening of October 5 and make all the plans.

TUESDAY EVENING Investment: 3,000

After a long day walking the trade show and returning from dinner, this party will be the highlight of the evening. Retailers and sponsor representatives will enjoy a special evening together. In addition to selecting the location, the sponsor will be responsible for ordering the food and/or beverages, entertainment, etc. All costs are the responsibility of the sponsor

FASHION SHOW BARS Investment: \$1,000

Sponsor a branded bar where retailers and vendors can unwind, enjoy a few drinks, and network before and during the Fashion Show. Your brand will take center stage at this key social hub, offering high visibility and creating memorable moments as attendees gather, connect, and celebrate together. **This is only available to sponsors at the Gold level or Above until April 1, 2025.**

SPONSORSHIP OPPORTUNITIES



ADDITIONAL SPONSORSHIPS

RETAILER EDUCATION DAY MEALS

Investment: \$2,000

While attendees fuel their minds for a day of learning, this sponsorship provides an excellent opportunity to brand the tables with catalogs and shine a spotlight on your show specials. Sponsor's representative may provide a 5-minute introduction prior to one session. With the dining area as your stage, it's the perfect opportunity to have models or company reps mingle with attendees as they enjoy their food. URA is responsible for the menu and costs.

CONTINENTAL BREAKFAST

Investment: \$3,000

This sponsorship helps provide breakfast for URA attendees. Sponsor this complimentary breakfast to help attendees jump-start their day! URA is responsible for the menu and costs.

TUESDAY EXHIBIT HALL LUNCH

Investment: \$4,000

This sponsorship provides lunch for all URA attendees and exhibitors, offering a complimentary meal to keep everyone energized as they explore the show floor and place orders. It's also a unique opportunity to enjoy lunch while engaging in meaningful conversations with prospective customers. URA manages the menu and all associated costs.

BEVERAGE STATION

Investment: \$800

Quench their thirst and gain company recognition in front of hundreds of qualified buyers. Beverage breaks are served in the trade show and sponsors have the option to serve specialty beverages and/or food from their exhibit booth. Catered items and service are at the expense of the sponsor and all service must be contained in the sponsors exhibit booth or at the same location as the traditional break service.

REGISTRATION ITEMS

With these unique sponsorships, you are guaranteed to get your brand in front of EVERY retailer. Items must reflect the URA's logo along with your brand logo or tag line. Any leftover items will be returned to the exhibitor on Wednesday afternoon. Production and shipping costs are the responsibility of the sponsor.

Investment: \$1,000 each + Production ~ Exclusive

Conference Tote Bag
Conference Lanyard

Investment: \$300 each + Production

Examples include padfolios (most requested item by retailers), microfiber cleaning cloth, letter opener, luggage tag, headbands, notebook & pen, clipboard, travel mug, flash drive, etc. Let your team develop the dream giveaway

CONTRACT AGREEMENT



EXCLUSIVE SPONSORSHIPS		PRICE
<input type="radio"/>	Sunday Retailer Welcome Party	\$4,000
<input type="radio"/>	Fashion Show Bar (6 Available Each/ 3 food and 3 drink)	\$1,000
<input type="radio"/>	Tuesday Retailer Party	\$3,000
<input type="radio"/>	Conference Bag (+Production)	\$1,000
<input type="radio"/>	Conference Lanyard (+Production)	\$1,000
<input type="radio"/>	Retailer Education Day Meals (<input type="checkbox"/> Breakfast <input type="checkbox"/> Lunch)	\$2,000
<input type="radio"/>	Continental Breakfast (<input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday)	\$3,000
<input type="radio"/>	Tuesday Exhibit Hall Lunch	\$4,000
<input type="radio"/>	Beverage Station (<input type="checkbox"/> Tuesday AM <input type="checkbox"/> Tuesday PM <input type="checkbox"/> Wednesday AM)	\$800
<input type="radio"/>	Scrubs for Staff (<input type="checkbox"/> Sunday <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday) Outfit URA Staff in YOUR line!	\$500/Day
<input type="radio"/>	REGISTRATOIN GIVEAWAY ITEMS \$300 + Production	
<input type="checkbox"/>	<input type="checkbox"/> Notebook & Pen - A Retailer Favorite!	<input type="checkbox"/> Travel Mug <input type="checkbox"/> T-Shirt
<input type="checkbox"/>	<input type="checkbox"/> Socks <input type="checkbox"/> i.e. Brand sample with invite to booth	<input type="checkbox"/> Other

Complete and return this contract to secure your selected sponsorship. Check the circle by the event or sponsorship you are interested in. Options are available on a first come, first served basis.

A \$500 non-refundable deposit is required with this contract; the remaining balance is due before April 1, 2025. Registration giveaway items require full payment with contract.

Agreements submitted on or after April 1 require full payment to be considered.

TOTAL DUE: \$ _____

Company: _____

Main Contact: _____

Address _____

City _____ Zip Code _____

Phone Number _____ Email _____

**EMAIL FORM TO URA@UNIFORMRETAILERS.ORG or
MAIL COMPLETED FORM & CHECK TO:**

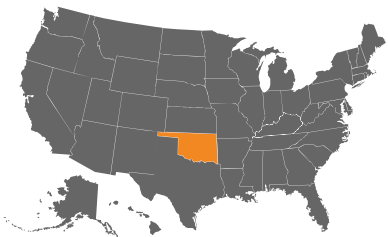
URA • PO Box 267 • Baltimore, OH 43105-9998

QUESTIONS: Call (866) 775-0080 / (614) 721-0777 or E-mail: URA@UniformRetailers.org

A confirmation/invoice will be emailed with a secure link for online credit card payment.

POLICIES & PROCEDURES

1. Sponsorship opportunities are limited to URA 2025 Trade Show exhibitors.
2. To secure sponsorship, a completed Contract/Agreement must be submitted to URA with \$500 non-refundable deposit. After April 1, full payment is required with commitment. Sponsorships are assigned on a first come, first served basis.
3. Full payment is due by April 1, 2025. If full payment is not received, sponsorship will be released and may be reassigned. Once URA marketing begins (via website, email, print, etc.), sponsorship commitment is non-refundable.
4. Sponsor agrees to begin marketing their URA sponsorship monthly to their retailer database no less than 3 months before The Show.
5. Sponsors will be recognized as follows:
 - Platinum \$5,000+ / Gold \$3,000 - \$4,999
Platinum and Gold sponsors receive at least four (4) dedicated e-blasts specific to their activities. The sponsor must provide artwork. Sponsor logo in communications before, during, and after the event, and on signage.
 - Silver \$1,000 - \$2,999 / Bronze \$300 - \$999
Silver and Bronze sponsors receive their company name in communications before, during, and after the event, and on signage.
6. Sponsor must comply with all relevant policies concerning advertising and exhibiting with URA.
7. Event dates and times listed subject to change.
8. Any food or drink options associated with non-exclusive sponsorships are at the sole discretion of URA.



Oklahoma City Fun Facts:

- World's first parking meter in 1935
- American Banjo Museum
- Nation's only urban whitewater rafting and kayaking center
- Birthplace of many stars including Vince Gill, James Garner, Johnny Bench, Brian Bosworth, and Ron Howard
- Only capital with a working oil well
- Historic Route 66

