

2012 Sponsorship Opportunities



Owned & Produced by
Solutions for home improvement retailers
HARDWARE
MERCHANDISING



2012 Sponsorship Opportunities

About the ORA's

Now celebrating its 21st anniversary, the *Outstanding Retailer Awards* is the **only independent awards program** dedicated to celebrating the achievements of hardware and home improvement dealers in Canada.

Each year, a panel of industry experts selects winners in seven categories from entries submitted by dealers and buying groups from across the country. The nominees are judged on criteria such as sales growth, customer service, overall store appearance, merchandising, marketing, employee management and community involvement.

About Hardware Merchandising

Founded in 1888, Hardware Merchandising is Canada's second oldest, continuously published, magazine...delivering industry news and analysis to more than 15,000 dealers, executives and vendors working in the over \$40-billion-dollar hardware and home improvement retailing industry in Canada.



2012 Sponsorship Opportunities

The Awards Gala - October 24, 2012

The annual ORA Awards Gala is co-located with the Hardlines Conference in Toronto.

Who Attends

The 2012 event is expected to draw 200 home improvement retail industry leaders including dealers, buying groups, and top suppliers/partners of the industry.

Sample Organizations in Attendance

Rona, Home Hardware, Sexton Group, TIM-BR MART, Burlington Merchandising & Fixtures, Epicor, Techniseal, 3M, CGC, JELD-WEN

Plus... LBMAO, AQMAT, ABSDA, CHHMA, WRLA, BSIA, NRHA Canada and the National Hardware Show



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Award Categories

Outstanding Hardware Store

Outstanding Building Supply/Home Centre over 25,000 Sq. Ft.

Outstanding Large Surface Retailer

Outstanding Young Retailer

Outstanding Building Supply/Home Centre under 25,000 Sq. Ft.

Outstanding Contractor Specialist Dealer

Outstanding Community Leader



2012 Sponsorship Opportunities

Exclusive Award Category Sponsorship - \$8,500

Pre-Event

- Company logo included in all attendee marketing (online, print, email marketing)
- Where applicable, recognition of exclusive category sponsorship included
- One representative invited to join the judging panel

During Event

- Company logo included in commemorative evening program and onsite signage
- Company logo exclusively displayed pre, during and post category presentation
- Podium time and presentation to your category winner
- Inclusion in Official Awards Photos for post event production
- One Table of 8 at the Awards Gala. Value \$950

Post Event

- Company logo and Official Category Awards Photo published in the ORA Cover Story within the Nov/Dec issue of Hardware Merchandising



2012 Sponsorship Opportunities

Exclusive Award Category Sponsorship - \$8,500 (continued)

Advertising Support

The below marketing is included with your Exclusive Category Sponsorship. You may choose to use it post event to congratulate your category winner and/or augment your 2012 marketing goals and objectives.

Print - One full page colour ad in any 2012 issue of Hardware Merchandising. Total readership over 92,000/issue. Value \$6,390

Online – Run-of-Site Leaderboard on HardwareMagazine.ca for one month of your choosing in 2012. Based on availability, first come first serve. Value \$750

E-News – Two Big Box ads in Hardware's weekly e-newsletter in any two 2012 editions. Reach over 11,000 qualified home improvement retail professionals across Canada. Based on availability, first come first serve. Value \$1,750

PLUS... Hardware will give you the Official 2012 ORA logo to include in your 2012 sales & marketing creative.



2012 Sponsorship Opportunities

ORA Supporting Partner - \$1,000

Pre-Event

- Company logo included in all attendee marketing (online, print, email marketing)
- One representative invited to join the judging panel

During Event

- Company logo included in commemorative evening program and onsite signage
- Company logo displayed through out the gala event
- Podium recognition
- Two tickets to the Awards Gala. Value \$270

Post Event

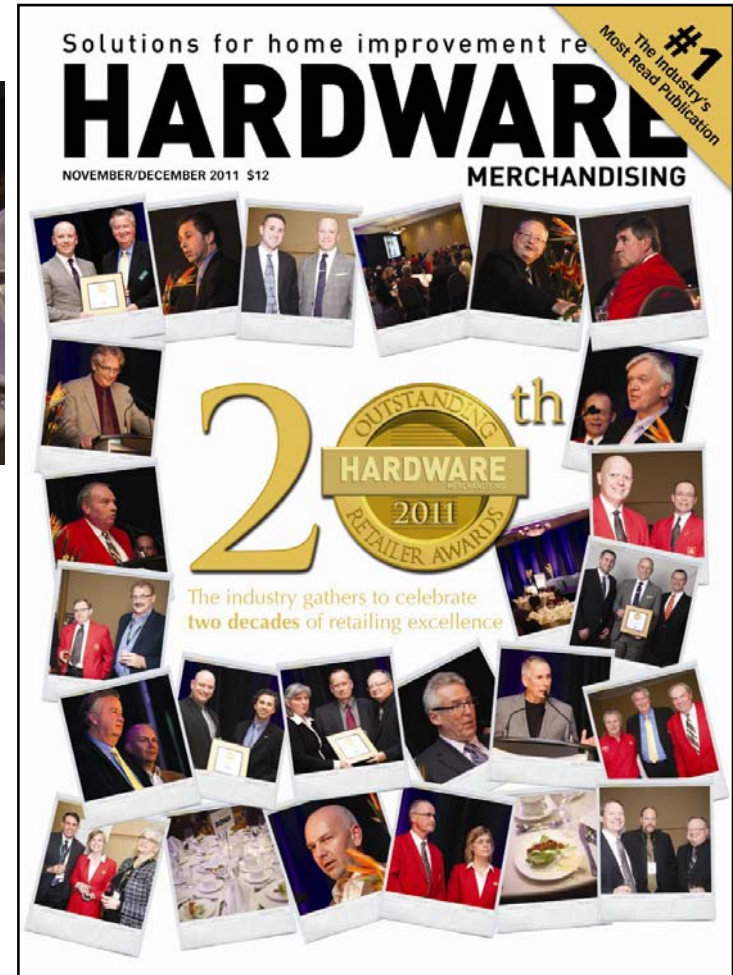
- Company logo published in the ORA Cover Story within the Nov/Dec issue of Hardware Merchandising

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Sponsorship Execution Examples





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