

NRF FOUNDATION® **GALA 2016**

Celebrating Imagination, Inspiration, Innovation

JANUARY 17, 2016 • PIER SIXTY, NYC • 6:15 PM
Co-hosted by Mindy Grossman and Kip Tindell

Title Sponsors



About the NRF Foundation

Our mission is shaping retail's future through these fundamental pillars:

1

Building industry awareness by sharing statistics and stories

2

Developing talent by providing education, experiences and scholarship opportunities

3

Fostering career growth for those who already work in retail

The Importance of Retail

- Retail is the largest private-sector employer, supporting **1 in 4 American jobs**
- Retail provides rewarding and innovative career opportunities
- Retail supports diverse occupations like **technology, digital, marketing, design and management**

How We're Making An Impact

Through our initiatives, we're fighting misperceptions about our industry's careers. We're sharing retail's story to ensure that the industry's next group of leaders understands the opportunities retail offers and is prepared to make a difference.

Our Core Audiences:



College Students



Young Professionals



Returning Veterans



Digital Experts



You're Invited!

Sunday, January 17, 2016 • New York City

Coinciding with Retail's BIG Show, our second annual Gala will recognize students shaping the industry tomorrow and celebrate individuals who are impacting the industry today.



Why a GALA?

We created the NRF Foundation Gala to be an uplifting celebration that recognizes the industry's brightest stars and gives retail executives an opportunity to give back to the industry that has given so much to them.



All proceeds from the Gala's sponsorships, donations and auction will benefit the NRF Foundation's initiatives for the next year, including:

- Funding for student scholarships and experiences
- Interactive web and video content to showcase retail career opportunities
- Initiatives for returning veterans
- Programs to help young professionals in retail advance
- Certification and training programs for store associates

Goals for the GALA

- Raise funds to support the important initiatives spearheaded by the NRF Foundation
- Continue to pursue new channels to engage and support retail's next generation
- Increase the visibility and awareness of the NRF Foundation's mission

Beyond the Numbers

KIP TINDELL



“We are excited to celebrate our industry with young adults who represent the future, leaders who have paved the way, and innovators and influencers who refused to take no for an answer throughout their career.”

– Kip Tindell, Chairman and CEO, The Container Store

MINDY GROSSMAN



“As an industry that supports millions of jobs and has such a tremendous impact on our nation’s economy, it’s important to continue to tell stories of people who work in retail and promote the rewarding career opportunities retail offers.”

– Mindy Grossman, CEO, HSN, Inc.

STEPHEN SADOVE



“It’s about elevating the importance and signaling that the kinds of jobs we have are important, the careers are important, that the students play an important role in the future of our industry.”

– Stephen Sadove, Chairman and CEO, Saks, Inc. (Retired)

Celebrating The Next Generation

We host dozens of high performing students at the Gala to celebrate and recognize their early contributions to retail.

“It’s tremendously important to bring the next generation along because number one, they’re smarter than we are, and number two, we won’t be here forever.”

– Bert Jacobs, Co-Founder & Chief Executive Optimist, The Life is Good Company



Celebrating 25 Influential Individuals



2016 THE LIST OF PEOPLE SHAPING RETAIL'S FUTURE

THE DISRUPTORS | THE DREAMERS | THE GIVERS | THE INFLUENCERS | THE POWER PLAYERS

At the Gala, the NRF Foundation honors 25 people shaping retail's future. The List celebrates true originals, rising stars, inspirational change-makers, champions of retail and fearless leaders whose **imagination, inspiration and innovation** is having a true impact on the industry.

Why Your Participation Matters

Our generous partners make NRF Foundation scholarships, programs and initiatives possible.

And we are committed to making a difference for the future of retail:

\$1.2 MILLION RAISED AT 2015 GALA

5,000
OPPORTUNITIES
ON JOB BOARD

— & —
**STUDENT
ASSOCIATION
MEMBERS**

\$500,000+
IN SCHOLARSHIPS
GIVEN ANNUALLY

110,000
CERTIFICATIONS
AWARDED

80 RETAILERS
IN TALENT ACQUISITION GROUP

2 STUDENT PROGRAMS + CAREER FAIRS
**55 UNIVERSITY
MEMBER SCHOOLS**



3 Ways To Show Your Support

There are plenty of opportunities to get involved to help the retail industry and the next generation of retail talent. 100% of proceeds support NRF Foundation initiatives.

1 Make A Commitment From Your Company

INSPIRING FUTURE LEADERS

\$100,000

- 24 premier seats (*Two tables of 12*)
- Recognition on printed materials
- Logo and listing on event website
- Platinum page advert in The Yearbook

IGNITING INNOVATION

\$50,000

- 24 premier seats (*Two tables of 12*)
- Logo and listing on event website
- Gold full page advert in The Yearbook

CREATING OPPORTUNITIES

\$25,000

- 12 priority seats (*One table*)
- Listing on event website
- Silver full page advert in The Yearbook

SPARKING IMAGINATION

\$15,000

- One table of 10 seats
- Listing on event website
- Bronze full page advert in The Yearbook

CELEBRATING POSSIBILITIES

\$10,000

- One table of 8 seats
- Listing on event website
- Half page advert in The Yearbook

To confirm your commitment, contact Liz Glover Wilson: 212-684-1110 | liz@elizabethroseconsulting.com

1 Make A Commitment From Your Company

PARTNERS WITH A PURPOSE: RECEPTION CO-SPONSORSHIP

\$75,000 *(Two available)*

- 24 premier seats *(Two tables of 12)*
- Logo on event website and event signage
- Stage mention and logo on Reception slideshow
- Recognition in select social media marketing and select public relations event coverage *(national and local)*
- Two page spread in The Yearbook
- Opportunity for branded signature cocktails *(one per sponsor)*
- Exclusive co-sponsorship of a coffee bar and specialty dessert to go
- Ability to put promotional product placement in Gift Bags

To confirm your commitment, contact Liz Glover Wilson: 212-684-1110 | liz@elizabethroseconsulting.com

2 Add An Experience Or Product For The Silent Auction



Our team will work with you to come up with unique, innovative ideas—like exclusive items, extraordinary experiences or one-of-a-kind trips.

3 Contribute To The Gift Bag



You can showcase your company's product, or put us in touch with one of your connections who might want to give back to our industry while getting extra exposure.

(750 quantity, retail value \$15+)



THANK YOU

**Your support helps bring visibility
to this thriving industry.**

When you're ready to make your commitment, contact Liz Glover Wilson: 212-684-1110 | liz@elizabethroseconsulting.com

The NRF Foundation is the 501(c)(3) nonprofit arm of the National Retail Federation
and is funded in part by generous donations from retail industry supporters.