



Center for Retailing Studies
MAYS BUSINESS SCHOOL

SPONSORSHIP OPPORTUNITIES

Retailing Summit 2025

RETAILING INNOVATION
& CONSUMER INSIGHTS

March 20 - 21
College Station, TX

A premier retailing industry thought leadership event hosted by
the Texas A&M University Center for Retailing Studies



THOUGHT
LEADERSHIP



CUSTOMER
TRENDS



RETAIL
INNOVATION



BRAND
BUILDING

ABOUT THE CENTER FOR RETAILING STUDIES

Established in 1983 as the first U.S. retailing center in a business school, the Center for Retailing Studies is one of the nation's leading academic institutions dedicated to education, research, and service to retailers. Thousands of students have graduated from our program to become the next generation of leaders in retail.

RETAILING SUMMIT

We are proud to present the premier industry-focused retailing conference hosted by a U.S. Tier One academic institution. The annual Retailing Summit serves the industry by providing cutting-edge knowledge, high-value networking opportunities, and practical business solutions. The summit is also the Center for Retailing Studies' largest annual fundraising effort to maintain the center's private funding.

WHO ATTENDS

The Retailing Summit attracts a diverse audience of more than 150 decision makers, including executives from established brands, brick-and-mortar and online retailers, consumer packaged goods companies, direct-to-consumer brands, and service providers to the industry such as technology, data and insights, and retail marketing firms.

PREVIOUS ATTENDEES

7 Eleven	FedEx	REI
Academy Sports & Outdoors	FritoLay	Reflexis
Alliance Data	Francesca's	Revtech Ventures
Amazon	GameStop	Root
At Home Stores	H-E-B	Samsung
AT&T	IBM	Sephora
Barnes & Noble	JCPenney	Sewell Automotive
BDO	Johnson & Johnson	Shell
Blue Bell	Kroger	Signet Jewelers
Brierley Partners	Learfield	Starbucks Coffee
Bridgestone	Macy's	Target
Buxton	Mastercard	Texas Retailers Association
Citi	Matress Firm	Trikes
The Container Store	Nature Nates	UPS
Crayola	Nectarom	Walgreens
CVS Pharmacy	Neiman Marcus	Walmart
Dallas Cowboys	Nordstrom	Yeti
Dollar General	Office Depot	Zoe's Kitchen / Cava
Dunkin' Brands	Protivix	



BENEFITS OF SPONSORSHIP

Collaborating with Texas A&M University and Mays Business School offers a unique opportunity to engage with future retail leaders while expanding your brand's presence across multiple channels. By networking with key decision-makers within these institutions, your organization can build meaningful relationships that foster innovation and growth in the retail industry. This partnership not only provides exposure through print, digital, and social media platforms but also supports the development of tomorrow's retail talent, empowering students to succeed in a rapidly changing retail world.

SPONSORSHIP OPPORTUNITIES

RETAILING SUMMIT “PRESENTED BY” SPONSOR LEVEL | \$20,000

“Your Brand” will be prominently featured as the presenting sponsor of the Retailing Summit.

- Ten conference registrations (\$5,950 value)
- C-Level Keynote Speaker during the event (content agreed upon with Center)
- Full-page color advertisement in the program booklet
- Recognition on conference print and digital promotional materials
- Opportunity to include a sponsor-provided promotional handout or giveaway in registration materials
- Video content displayed from the main stage each day (30 seconds)

GOLD LEVEL | \$10,000 - *Two Available*

Choose One: Sponsor the conference opening reception on Thursday, March 20 or conference lunch on Friday, March 21.

- Six conference registrations (\$3,570 value)
- Full-page color advertisement in the program booklet
- Event-specific signage with sponsor branding
- Recognition on conference print and digital promotional materials
- Opportunity to include a sponsor-provided promotional handout or giveaway during sponsored event
- Video content displayed from the main stage (15 seconds)

SILVER LEVEL | \$7,500 - *Two Available*

Choose One: Sponsor conference breakfast on Friday, March 21 or VIP dinner on Thursday, March 20.

- Four conference registrations (\$2,380 value)
- Full page color advertisement in the program booklet
- Event-specific signage with sponsor branding
- Recognition on conference print and digital promotional materials
- Opportunity to include a sponsor-provided promotional handout or giveaway during sponsored event

ADDITIONAL SPONSORSHIP OPPORTUNITIES

BRONZE LEVEL | \$5,000 - *Three Available*

Choose One: Sponsor morning or afternoon break on Friday, March 21, or co-branded registration giveaway or welcome bag (provided by Center for Retailing Studies).

Two conference registrations (\$1,190 value)

Half-page color advertisement in the program booklet

Recognition on conference print and digital promotional materials

BRANDED PROMOTIONAL TABLE | \$4,000 - *Five Available*

Branded promotional tables available for networking with retail participants in the break area outside the conference sessions on Friday, March 21.

Includes two conference registrations (\$1,190 value)



IMPACT

INVEST IN THE FUTURE OF RETAIL

The Retailing Summit is the Center for Retailing Studies' largest fundraising event, offering more than just access to industry insights and networking opportunities. Your investment directly supports our mission to develop the next generation of retail leaders at Texas A&M. Through your participation, proceeds fund student scholarships, professional development programs and experiential learning opportunities that empower students to connect with industry leaders and gain valuable experience. Partner with us to shape the future of retail while advancing your own professional network.

READY TO SPONSOR? CONTACT US!

Thomas McMillan | Executive Professor & Director
Center for Retailing Studies - Mays Business School
tmcmillan@mays.tamu.edu

TESTIMONIALS

"The Center for Retailing Students has played a pivotal role in my professional development both in and out of the classroom. The opportunities provided to me have built the base for my professional career. With the invaluable knowledge and vast connections I have made, I feel prepared to excel in my future retailing career."

Kylie Galvan | Senior Marketing Student

"H-E-B has been involved with the Center for Retailing Studies for decades. The partnership has proven to be very successful, educational, and informational in finding top quality students who have made huge impacts across our company."

Rob Hall '89 | Vice President, H-E-B



To learn more and register, scan the QR code or visit:
tx.ag/RS25

