

2026 RETAIL LEADERSHIP DEVELOPMENT STUDY

Sponsorship Overview

**Partner with the research defining how
retail will lead next.**



WHY PARTNER WITH THE STUDY

The Retail Leadership Study is becoming the industry benchmark for how leaders think, work, and evolve inside a rapidly changing landscape.

In 2025, the Study reached more than 3,000 senior leaders and included insights from 621 respondents across the U.S. and global markets.

The **2026 Study expands to 1,200+ leaders worldwide**, offering the most complete view of what retail leaders need, value, and expect in the years ahead.

A sponsorship puts your brand at the center of that conversation — in front of executives, operators, people teams, and decision-makers driving culture and performance across the industry.

SPONSORSHIP LEVELS

PINNACLE PARTNER - \$11,500

PURCHASE



Lead the conversation. Shape the narrative.

Designed for brands who want to influence executive thinking at scale.

Includes:

- Two-page editorial feature
- CEO/Founder spotlight
- Branded insight or chart
- Guest interview on Retail Leadership with Steve Worthy Podcast
- Feature in launch announcements + press
- Custom email to 7,500+ senior leaders
- Priority speaking opportunity with The Campus
- Placement in the post-launch video narrative
- Invitation to private executive roundtable
- Quarterly early-access briefings
- 7 - Seats inside The Campus – our leadership community

Best For: Category leaders and brands positioning themselves at the forefront of retail's next era.

STRATEGIC PARTNER - \$8,500 [PURCHASE](#)

Meaningful visibility with substance.

Includes:

- Half-page feature or branded data insight
- Logo placement in the report + Worthy Retail sites
- Inclusion in newsletters + LinkedIn launch
- Early access to findings
- Private sponsor briefing
- Optional 60-second spotlight during launch
- 4 – seats inside The Campus – our leadership community

Best For: Brands seeking strong presence across store, field, and HQ leadership audiences.

CONTRIBUTOR PARTNER - \$5,000 [PURCHASE](#)

Smart visibility with lasting presence.

Includes:

- Logo placement in the 2026 Study
- Recognition in launch content
- Pre-release insights briefing
- Optional rotating web placement
- 2 - Memberships inside The Campus, our Leadership Community

Best For: Emerging companies looking to build credibility and awareness with senior leaders.

TWO WAYS TO MOVE FORWARD

1: Purchase Sponsorship Above or

2: Book a Meeting with Steve [CONTACT US](#)

THE INDUSTRY IS SHIFTING. LEAD THE CHANGE.

Partnering with the 2026 Retail Leadership Study isn't just brand visibility — it's strategic impact.

You help inform the insights, elevate the conversation, and shape the leadership standards our industry will rely on next.

Let's build it together.