

Celebrating Retail Leadership, Innovation, and Creativity

The Excellence in Retailing Awards Gala recognizes Canada's retail superstars, innovators and game-changers. Bring your team for a special evening that will spotlight their amazing accomplishments, inspire new ideas, and celebrate the very best examples of retail leadership in Canada.

- Retailers submit projects or achievement in one of [11 categories](#)

In addition to awarding Excellence in Retailing Awards at the Galas, each year, Retail Council of Canada also honours individuals who have made unique, exceptional and lasting impacts on the retail industry through the Awards of Distinction.

**Toronto Congress Centre, North Building
June 3, 2025**

4:30 pm – 5:45 pm EST: Networking Reception

6:00 pm – 8:30 pm EST: Excellence in Retailing Awards Gala Dinner



Distinguished Canadian Retailer of the Year

The Distinguished Canadian Retailer of the Year Award recognizes a retail leader that has led his/her company to outstanding business success and innovation and that has consistently demonstrated community commitment and support. The recipient is seen as a role model because of his/her exceptional leadership within the corporation, in the retail industry in Canada and in the community at large, through personal and/or corporate philanthropic activities. While years of service within the company are not a prerequisite, the individual's term as chief executive officer must commensurate with the company's outstanding success. The individual must be widely respected throughout the industry for his/her achievements and the corporation he/she represents must be seen as a leader in the business community.

Stay tuned for 2025 Winner Announcement for sponsorship

2024 Distinguished Canadian Retailer of the Year Award Winner

Dr. George Soleas, President & CEO, LCBO



RCC is honoured to announce that this year, this prestigious title goes to
LCBO's, President and CEO, George Soleas

Lifetime Achievement Award

The Lifetime Achievement Award recognizes a senior executive with a minimum of 25 consecutive years of retail service who has demonstrated outstanding business success and community service throughout his/her career. Winners are visionaries who have left an indelible mark on the industry through their innovations and commitment to customers and employees.

As the name of the award indicates, this honour recognizes a long-term commitment to the industry, to the firm(s) he/she has led, and to the community at large. The recipient is recognized and perceived as a retail role model, as an icon in the industry, and one who has dedicated his/her business life to retail.

Stay tuned for 2025 Winner Announcement for sponsorship

2024 Lifetime Achievement Award Winner

Walter Lamothe, President & CEO of Bentley



RCC is honoured to announce that this year, this prestigious title goes to
Bentley's, President and CEO, Walter Lamothe

Distinguished Canadian Retailer of the Year or Lifetime Achievement Award Sponsor - \$15,000

Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.
(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).
- Opportunity to have your company's congratulatory message for the winner of the Retailer of the Year Award displayed on the PowerPoint screens at intermission periods (between award category presentations)
- Platinum Level Sponsor recognition

Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo and verbal recognition included in the PowerPoint at the beginning of the event
- Opportunity to have your company's congratulatory message displayed on the PowerPoint screens at intermission periods (between award category presentations)

Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

Networking Opportunity

- ONE (1) table of EIGHT (8) to the Excellence in Retailing Awards Dinner
- ONE (1) additional dinner ticket for a senior executive of your company to sit at the head table at the Awards Dinner

Distinguished Canadian Retailer of the Year Or Lifetime Achievement Award Winner

Congratulatory Message Sponsor - \$3,500

Brand Experience

- Opportunity to have your company's congratulatory message for the winner of the Distinguished Retailer of the Year Award displayed on the PowerPoint screens at intermission periods (between award category presentations)
- Logo and verbal recognition included in the PowerPoint at the beginning of the event
- Bronze Level sponsor recognition

Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program

Group Congratulatory Message Sponsor - \$1,500

Brand Experience

- Opportunity to have your company's logo, along with other industry partners, displayed with a congratulatory message for the winner of the Independent Retailer of the Year Award displayed on the PowerPoint screens at intermission periods (between award category presentations)
- Logo and verbal recognition included in the PowerPoint at the beginning of the event
- Event Level sponsor recognition

Independent Retail Ambassador of the Year

The Independent Retail Ambassador of the Year Award recognizes the outstanding contributions of a local independent retailer to his or her community. The recipient is seen as a visionary, an innovator, and an integral part of the community that his or her business serves. Recipients are known for their community involvement, customer loyalty, and support of locally made products and services. As the name of the award suggests, this individual or business must embody the true spirit of entrepreneurship and community service required to be recognized as an ambassador of the retail industry.

Stay tuned for 2025 Winner Announcement for sponsorship

2024 Independent Retail Ambassador of the Year Winner

Jennifer Grimm, Owner, Lux Beauty Boutique



RCC is honoured to announce that this year, this prestigious title goes to
Lux's Owner, Jennifer Grimm

Independent Retail Ambassador of the Year Award Sponsor - \$10,000

Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.
(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).
- Opportunity to have your company's congratulatory message for the winner of the Retailer of the Year Award displayed on the PowerPoint screens at intermission periods (between award category presentations)
- Platinum Level Sponsor recognition

Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo and verbal recognition included in the PowerPoint at the beginning of the event
- Opportunity to have your company's congratulatory message displayed on the PowerPoint screens at intermission periods (between award category presentations)

Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

Networking Opportunity

- ONE (1) table of EIGHT (8) to the Excellence in Retailing Awards Dinner
- ONE (1) additional dinner ticket for a senior executive of your company to sit at the head table at the Awards Dinner

Independent Retailer of the Year Congratulatory Message Sponsor - \$3,500

Brand Experience

- Opportunity to have your company's congratulatory message for the winner of the Independent Retailer of the Year Award displayed on the PowerPoint screens at intermission periods (between award category presentations)
- Logo and verbal recognition included in the PowerPoint at the beginning of the event
- Bronze Level sponsor recognition

Group Congratulatory Message Sponsor - \$1,500

Brand Experience

- Opportunity to have your company's logo, along with other industry partners, displayed with a congratulatory message for the winner of the Independent Retailer of the Year Award displayed on the PowerPoint screens at intermission periods (between award category presentations)
- Logo and verbal recognition included in the PowerPoint at the beginning of the event
- Event Level sponsor recognition

Award Category* Sponsor - \$10,500

Brand Experience

- Opportunity to have a Senior Executive from your company present the award on stage to the retail winner.
(NOTE: RCC will provide a scripted introduction 2-3 days in advance of the event to the designated company representative. It is your responsibility to provide RCC with that individual's contact information THREE (3) weeks prior to the event).
- Gold Level sponsor recognition during the event

Event Material and Onsite Signage

- Logo placed beside the award category in the on-site dinner program
- Logo included in the PowerPoint Presentation during the dinner

Online Presence

- Logo placed beside the award category on Award webpage with a hyperlink to your Website (pre & post event)

Networking Opportunity

- Four (4) complimentary passes for the Excellence in Retail Awards Dinner

*11 Category Awards

- [eCommerce Experience](#)
- [Environmental Leadership](#)
- [Health, Safety & Wellness](#)
- [In-Store Experience & Design](#)
- [Loss Prevention](#)
- [Omni-Channel](#)
- [Philanthropic Leadership](#)
- [Pop-up Experience and Design Award](#)
- [Retail Marketing Award](#)
- [Supply Chain Innovations](#)
- [Talent Development](#)

For more information, please contact:

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