



APA ANNUAL SPONSORSHIPS

www.planning.org/chapters/virginia



Annual SPONSORSHIPS

Annual Sponsorships provide support for the Chapter at every event and activity throughout the year including our Annual Conference. You receive both direct and intangible benefits for that support that extends well beyond any monetary value.

PLATINUM Planning Leadership _____	\$ 5,000
GOLD Planning Partnership _____	\$ 2,500
SILVER Planning Promoter _____	\$ 1,000
BRONZE Planning Supporter _____	\$ 500

PLATINUM | PLANNING LEADERSHIP \$5000

The Planning Leadership sponsorship provides premiere brand recognition throughout APA activities and the highest visibility at our annual conference. Specific benefits include:

- Brand Sponsorship at Annual Conference (Value over \$4,000)
 - One Premiere Naming Sponsorship (Lanyard or reception)
 - Exhibit Booth (included with Naming sponsorship)
 - Full page ad in Annual Conference Program
 - Two complimentary registrations (Total of two registrations including one that is provided with the Naming sponsorship)
 - Visible branding at all plenary events and main registration desk as an Annual Sponsor
 - Provide a drop-in branded item for the conference bag
- Newsletter Recognition
 - Logo in every newsletter
 - One sponsor profile article annually
 - One project profile annually
- Website Recognition



Annual SPONSORSHIPS

GOLD | PLANNING PARTNERSHIP \$2500

The Planning Partnership sponsorship provides high visibility at the annual conference and throughout the year in APA VA Chapter communications

- Sponsorship at Annual Conference (Value over \$2000)
 - One \$1,000 - Level sponsorship (key card or activity event sponsorship)
 - Visible branding at all plenary events and main registration desk as an Annual Sponsor
 - Exhibit Booth OR One Annual Conference Registration
 - Provide a drop-in branded item for the conference bag
 - Half page ad in Annual Conference Program
- Newsletter Recognition
 - Logo in every newsletter
 - One sponsor profile article annually
- Website and Social Media Recognition



Annual SPONSORSHIPS

SILVER | PLANNING PROMOTER \$1000

The Planning Promoter sponsorship provides visibility at the annual conference and throughout the year in APA VA Chapter communications

- Sponsorship at Annual Conference (Value over \$700)
 - Exhibit Booth
 - Brand recognition at Annual Conference main registration desk as an Annual Sponsor
 - Provide a drop-in branded item for the conference bag
 - Quarter page ad in Annual Conference Program
 - Visible branding at main registration desk
- Newsletter Recognition
 - Logo in every newsletter
- Website and Social Media Recognition

BRONZE | PLANNING SUPPORTER \$500

The Planning Supporter sponsorship provides support for key chapter initiatives and visibility for your brand in APA communications

- Sponsorship of Young Planners, Ethnic and Cultural Diversity, or Regional Section
- Brand recognition at Annual Conference main registration desk as an Annual Sponsor
- One Student Sponsorship at annual conference
- Logo in every newsletter
- Website & Social Media Recognition



ANNUAL SPONSORSHIPS

The Virginia Chapter of the American Planning Association

2016 Sponsorship Levels: Our organization would like to sponsor the following level:

- ☐ **PLATINUM | PLanning Leadership: \$5,000**
- ☐ **GOLD | Planning Partnership: \$2,500**
- ☐ **SILVER | Planning Promoter: \$1,000**
- ☐ **BRONZE | Planning Supporter: \$500**

For more information about sponsorships, please contact, Martina James at **(540)809-7505** or **martina@bellatrixcg.com**

Please email corporate logo (in .EPS format) to: **martina@bellatrixcg.com**

Please complete and mail this agreement to:
American Planning Association - Virginia Chapter
24 East Cary Street, Suite 100 Richmond, Virginia 23219

All checks should be made payable to:
APA Virginia

Company Name		Contact Name
Title		
Address		
City	State	Zip
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Signature	Date	