



INNOVATE. INTEGRATE. EVALUATE.

2016 Annual Conference Sponsorship Opportunities



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WHY SPONSOR?

Sponsoring APA VA is an effective way to increase your visibility among hundreds of planners who participate in the annual conference, receive our publications, and visit our website. As a sponsor, you can achieve the following:

- Ensure that the Annual Conference provides a high-quality learning and networking experience for all attendees
- Demonstrate to your target audience that your firm or agency is committed to APA VA and all that it offers to planning professionals
- Achieve high visibility for your brand with new and existing clients and potential planner recruits
- Promote name recognition through unique visibility provided in Premiere Naming Sponsorships
- Share information about your firm directly with potential clients and planner recruits
- Receive a conference attendee list for use in outreach and market research

PREMIERE NAMING SPONSORSHIPS

Conference Welcome & Opening Reception (Sunday Evening): \$3,000 - EXCLUSIVE

Sponsorship Includes:

- Two minute welcome at kick-off of reception
- Corporate Signage at Reception
- Standard exhibit booth
- Half-page ad in conference booklet
- Logo placement on all print and online conference materials
- Logo placement on all relative social media
- Logo on conference signage
- First right of refusal for 2017 Conference
- 1 Conference Registration



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Discovery Ridge Adventure Reception (Monday Evening): \$3,000 - EXCLUSIVE

Sponsorship Includes:

- Two minute welcome at kick-off of reception
- Corporate Signage at Reception
- Standard exhibit booth
- Half-page ad in conference booklet
- Logo placement on all print and online conference materials
- Logo placement on all relative social media
- Logo on conference signage
- First right of refusal for 2017 Conference
- 1 Conference Registration

FAICP Honoree Cocktail Reception (Tuesday Evening): \$3,000 - EXCLUSIVE

Sponsorship Includes:

- Two minute welcome at kick-off of reception
- Corporate Signage at Reception
- Standard exhibit booth
- Half-page ad in conference booklet
- Logo placement on all print and online conference materials
- Logo placement on all relative social media
- Logo on conference signage
- First right of refusal for 2017 Conference
- 1 of Conference Registration



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CONFERENCE EXHIBIT SPONSORSHIPS

EXHIBIT SPACE: \$2,000 - EXCLUSIVE

Sponsorship Includes:

- Sponsorship Signage at Exhibit Space Entrance
- Standard exhibit booth
- Half-page ad in conference booklet
- Logo placed in all print and online conference materials
- Logo placement on all relative social media
- Logo on conference signage
- First right of refusal for 2017 Conference
- 1 Conference Registration

Exhibit Table: \$500

Sponsorship Includes:

- Standard exhibit booth - table with linen in exhibit hall open to all conference attendees
- Quarter-page ad in conference booklet
- Logo placed in all print and online conference materials
- First right of refusal for 2017 Conference

EXCLUSIVE SOCIAL AND ACTIVITY SPONSOR

~~DIRECTORS' /VIP FORUM: \$1,000~~ **SOLD OUT!!**

- Ten-minute presentation at the forum
- Directors and final decision makers from around the state
- Quarter-page ad in conference booklet
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FIELDS OF GOLD MOBILE TOUR: \$500

- Easel signage placed at Mobile Tour meeting location
- Registration bag drop-in
- Quarter-page ad in conference booklet
- Logo places in all print and online conference materials
- First right of refusal for 2017 Conference

CHARLOTTESVILLE MOBILE TOUR: \$500

- Easel signage placed at Mobile Tour meeting location
- Registration bag drop-in
- Quarter-page ad in conference booklet
- Logo places in all print and online conference materials
- First right of refusal for 2017 Conference

HOTEL KEYCARD: \$1000

- Corporate logo will be placed on all Wintergreen hotel/condo key cards for conference attendees
- Quarter-page ad in conference booklet
- Logo placed in all print and online conference materials
- First right of refusal for 2017 Conference



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A SPONSORSHIP THAT IS AN INVESTMENT IN THE FUTURE OF PLANNING

WE ARE THE FUTURE – STUDENT SPONSORSHIP: \$100

- This sponsorship gives a MURP student the opportunity to attend this conference and network with the leaders in their field.
- 30-minute meet and greet with all sponsored students
- Quarter-page ad in conference booklet
- Logo placed in all print and online conference materials
- First right of refusal for 2017 Conference

SPONSOR THE SWAG

Get your company in the hands of over 400 conference attendees. Sponsorship includes company logo placement on the sponsored item. One sponsorship is available for each item.

- **Bag/Portfolio: \$3,000**
- **Water bottle: \$2,000**
- **Earbuds: \$1,500**
- **Lanyard: \$1,500**
- **Octopus Charger: \$1,500**
- **Highlighter: \$500**
- **Guidebook App: \$500**

If you have a unique item you would like considered as a conference giveaway that is not listed above, please contact APA Virginia for further information.



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REMOTE SPONSORSHIP OPPORTUNITIES

Can't attend? Choose one of these:

PROGRAM BOOK ADVERTISEMENT

- Full page: \$1,000
- Half page: \$500
- Quarter page: \$275

REGISTRATION BAG DROP-IN: \$250

Must provide APA Virginia with 500 copies of your collateral material by June 1, 2016. Collateral materials limited to leaflet style flyer or brochure. Any catalogs will be placed at an unmanned exhibit booth.

E-BLASTS-COUNTDOWN TO CONFERENCE BANNER AD

The Countdown to the Conference e-newsletter is distributed to hundreds of APA Virginia members for 10 weeks leading up to the annual conference.

- Upper Banner Ad: \$300/per newsletter
- Lower Banner Ad: \$150/per newsletter

IN-KIND OPPORTUNITIES

Printing
A/V Services
Signage



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

- ☐ **PREMIERE NAMING SPONSORSHIP: \$3,000 - EXCLUSIVE**
- ☐ **Discovery Ridge Adventure Reception (Monday Evening): \$3,000 - EXCLUSIVE**
- ☐ **FAICP Honoree Cocktail Reception (Tuesday Evening): \$3,000 - EXCLUSIVE**
- ☐ **CONFERENCE SPONSORSHIPS (EXHIBIT SPACE): \$2,000 - EXCLUSIVE**
- ☐ **CONFERENCE SPONSORSHIPS (EXHIBIT TABLE): \$500**
- ☐ **FIELDS OF GOLD MOBILE TOUR: \$500**
- ☐ **CHARLOTTESVILLE MOBILE TOUR: \$500**
- ☐ **HOTEL KEYCARD: \$1,000**
- ☐ **WE ARE THE FUTURE - STUDENT SPONSORSHIP: \$100**

SPONSOR SWAG:

- ☐ BAG/PORTFOLIO: \$3,000
- ☐ WATER BOTTLE: \$2,000
- ☐ EARBUDS: \$1,500
- ☐ LANYARD: \$1,500
- ☐ OCTOPUS CHARGER: \$1,500
- ☐ HIGHLIGHTER: \$500
- ☐ GUIDEBOOK APP: \$500
- ☐ REGISTRATION BAG DROP: \$250

PROGRAM BOOK ADVERTISEMENT:

- ☐ FULL PAGE: \$1,000
- ☐ HALF PAGE: \$500
- ☐ QUARTER PAGE: \$27

E-BLASTS - COUNTDOWN TO CONFERENCE BANNER AD:

- ☐ UPPER BANNER AD: \$300/PER NEWSLETTER
- ☐ LOWER BANNER AD: \$150/PER NEWSLETTER



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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

Email

Phone

Signature

Date