



American Planning Association
Virginia Chapter

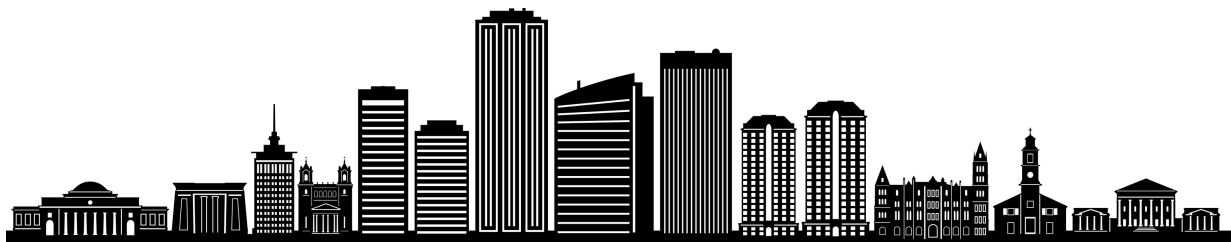
Creating Great Communities for All

Conference

SPONSORSHIPS

2022

Richmond Marriott Downtown
July 17-20, 2022



RICHMOND, Virginia

www.apavirginia.com



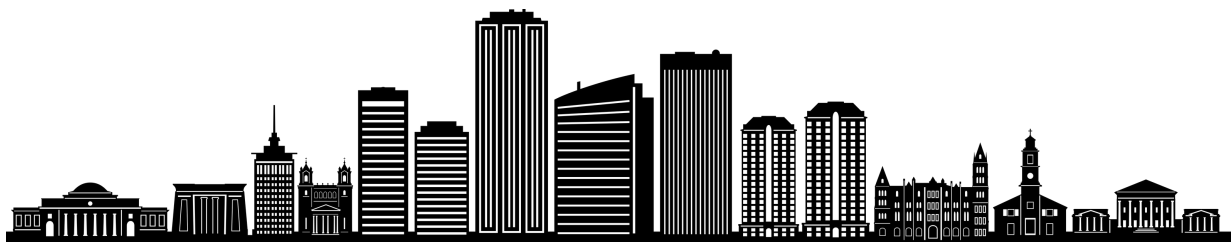
Conference SPONSORSHIPS

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WHY SPONSOR?

Sponsoring the Virginia Chapter of the American Planning Association is an effective way to increase your visibility among the Chapter's more than 1,800 members and their extensive professional circles who engage throughout the year and participate in the annual conference, monthly webinars, receive our publications and visit our website and social media. As a sponsor, you can take advantage of the following opportunities:

- Year-round engagement with the 1800 Virginia Chapter members, allied organizations and other professionals participating in APA Virginia programming.
- Engage with other sponsors, companies, organizations and attendees during the Annual Conference
- Demonstrate to your target audience that your firm or agency is committed to APA Virginia and all that it offers to planning professionals
- Ensure that the Annual Conference provides a high-quality learning experience for all attendees
- Achieve high visibility for your brand with new and existing clients and potential planner recruits through our numerous education and networking opportunities as well as a strong online and social media presence.
- Promote name recognition through unique visibility provided in Premier Naming Sponsorships
- Receive a conference attendee list for use in outreach and market research
- Opportunity to be a presenter for the Chapter's webinar series, *Your Hour with APA Virginia*, averaging close to 300 attendees a month, sources its programming from the Chapter's lead sponsors and supports.



RICHMOND, Virginia



Conference SPONSORSHIPS

2022

VIRGINIA SPONSOR – \$5,000

- Three (3) conference registrations
- Sponsor of one \$2,500 level reception
- Standard exhibit booth
- Banner ad in conference app
- Three (3) APA Virginia Facebook/Twitter posts about company prior to conference
- Logo placement on all print and online conference materials and signage
- Conference bag drop-in item
- First right of refusal for 2023 Annual Conference
- Opportunity to present In the Chapter Monthly Webinar series, *Your Hour with APA Virginia*

RICHMOND SPONSOR – \$2,500

- One (1) conference registration
- Sponsor of \$1,500 level a la carte
- Standard exhibit booth
- Banner ad in conference app
- One (1) APA Virginia Facebook/Twitter posts about company prior to conference
- Logo placement on all print and online conference materials and signage
- Conference bag drop-in item
- First right of refusal for 2023 Annual Conference

JAMES RIVER SPONSOR – \$1,000

- One Conference registration discounted by 50%
- One social media post about company to advertise conference
- Logo placement on all print and online conference materials and signage
- Conference bag drop-in item

PLANNING PARTNER – \$500

- Logo on conference signage, event materials and Conference website
- Logo included on social media post highlighting all Planning Partners
- Conference bag drop-in item

NEIGHBORHOOD FRIEND— \$250

- Name listed in conference program & on Conference website recognizing Neighborhood Friends
- Logo included on social media post highlighting all Conference sponsors
- Conference bag drop-in item



Conference **SPONSORSHIPS**

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A LA CARTE SPONSORSHIPS

SUNDAY EVENING WELCOME RECEPTION – \$2,500

MONDAY EVENING RECEPTION – \$3,500

YOUNG PLANNERS GROUP SOCIAL – \$1,500

DIRECTORS & VIP RECEPTION – \$1,500

- Two minute welcome or speaking opportunity during reception
- Corporate signage at reception
- Standard exhibit booth
- Two (2) APA Virginia Facebook/Twitter posts about company prior to conference
- Logo placement on all print and online conference materials and signage
- Banner ad in conference app
- Conference bag drop-in item
- First right of refusal for 2023 Annual Conference

EXHIBIT HALL SPONSOR – \$2,500

- Sponsorship signage at exhibit area entrance
- Standard exhibit booth
- Banner ad in conference app
- Two (2) APA Virginia Facebook/Twitter posts about company prior to conference
- Logo placement on all print and online conference materials and signage
- One (1) conference registration
- Conference bag drop-in item
- First right of refusal for 2023 Annual Conference

HOTEL KEYCARD SPONSOR – \$1,500

- Logo placement on hotel keycards for all conference attendees
- Banner ad in conference app
- Logo placement on all print and online conference materials and signage
- Standard exhibit booth
- Two (2) APA Virginia Facebook/Twitter posts about company prior to conference
- Conference bag drop-in item
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CONFERENCE APP SPONSOR – \$2,000

- Opportunity to develop giveaway or contest with conference hashtag and company specific hashtag
- Splash screen logo placement & prominent logo placement on app
- Two (2) APA Virginia Facebook/Twitter posts about company prior to conference
- Standard exhibit booth
- Banner ad in conference app
- Logo placement on all print and online conference materials and signage
- Conference bag drop-in item
- First right of refusal for 2023 Annual Conference

KEYNOTE SPEAKER SPONSOR – \$1,500 - EXCLUSIVE

- Two minute welcome at beginning of session
- One (1) conference registration
- Logo placement on stage during session
- 50% discount on a standard exhibit booth
- Two (2) APA Virginia Facebook/Twitter posts about company prior to conference
- Banner ad in conference app
- Logo placement on all print and online conference materials and signage
- Conference bag drop-in item
- First right of refusal for 2023 Annual Conference

EXHIBIT BOOTH – \$500

- Standard exhibit booth in exhibit hall open to all attendees
- 50% off conference registration
- Banner ad in conference app
- Logo placement on all print and online conference materials and signage
- One (1) APA Virginia Facebook/Twitter post about company prior to conference
- Conference bag drop-in item

MOBILE TOURS – \$500 each

- Logo placement on tour signage visible in main area prior to tour
- Two-minute speaking opportunity during tour
- Banner ad in conference app
- Logo placement on all print and online conference materials and signage
- One (1) APA Virginia Facebook/Twitter post about company prior to conference
- Registration bag drop-in item



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'WE ARE THE FUTURE' STUDENT SPONSORSHIP – \$200

Gives a planning student the opportunity to attend the Annual Conference & network with planning professionals

- Logo placement on all print and online conference materials and signage
- One (1) APA Virginia Facebook/Twitter post about company prior to conference
- Registration bag drop-in item

SPONSOR THE SWAG

- Logo placement on all print and online conference materials and signage
- Banner ad on conference app
 - One (1) APA Virginia Facebook/Twitter post about company prior to conference

Choose from:

- Power bank - \$3,500
- Bag - \$3,000
- Architects scale/ruler - \$2,500
- Water bottle - \$2,000
- Lanyard - \$2,000
- Earbuds - \$1,500
- Pens/highlighters - \$500
- Bag drop-in of your choice - \$250

If you would like to sponsor an item not listed, please contact APA Virginia.

CONFERENCE APP ADVERTISEMENTS

- Scavenger hunt & prize sponsor - \$250
- Social wall sponsor and promoted posts - \$250
- Banner ad (640 x 150 px) - \$100
- Sponsored push notification (140 character post of your choice) - \$50

• **Ad bundle:** promoted post on social wall, banner ad, push notification and one (1) APA Virginia Facebook/Twitter post about company prior to conference - \$200

Contact APA Virginia for more details and sample ads.



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FORM AVAILABLE ONLINE AT APAVIRGINIA.COM/SPONSORSHIP

2022 CONFERENCE SPONSORSHIP LEVELS

Our organization would like to sponsor the following level(s):

- Virginia Sponsor – \$5,000
- Richmond Sponsor – \$2,500
- James River Sponsor – \$1,000
- Planning Partner – \$500
- Neighborhood Friend – \$250
- Sunday Reception – \$2,500
- Monday Reception – \$3,500
- YPG OR Directors Reception (SELECT) - \$1,500
- Conference App Sponsor – \$2,000
- Keynote Speaker Sponsor – \$1,500
- Hotel Keycard - \$1,500
- Exhibit Booth – \$500
- Mobile Tour – \$500
- Student Sponsorship – \$200 x _____
- Sponsor the Swag: _____
- Conference App Ad: _____

For more information about sponsorships, contact Martina James at **540.809.7505** or martina@apavirginia.com

Please complete this agreement – scan and email to martina@apavirginia.com or mail to:

APA Virginia
24 E. Cary St.
Suite 100
Richmond, VA 23219

Please make **checks payable** to **APA Virginia**. Sponsorships can be paid via credit card, but processing fees may apply.

Please provide **logos** in **print and web** formats.

Company Name	Contact Name	Title
Address		
City	State	Zip
Email	Phone #	
Signature	Date	

Thank you for supporting APA Virginia!