



American Planning Association
Virginia Chapter

Making Great Communities Happen

Annual
SPONSORSHIPS

October 1, 2017 — September 30, 2018



Annual SPONSORSHIPS

2017 - 2018

WHY SPONSOR?

Sponsoring the Virginia Chapter of the American Planning Association annually* is an effective way to increase your visibility among the Chapter's almost 1,500 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:

- Ensure that the Annual Conference provides a high-quality learning experience for all attendees
- 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
- Achieve high visibility for your brand with new and existing clients and potential planner recruits prior to and during the conference, and on social media
- Promote name recognition through unique visibility provided in Premier 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

PLATINUM — PLANNING LEADERSHIP | \$5,000

- \$2,500 towards a conference sponsorship**
- Speaking opportunity and visibility at APA Virginia event
- Opportunity to present in monthly webinar series, *Your Hour with APA Virginia sponsored by Berkley Group* (free and open to the public)
- Three (3) free job postings***
- Opportunity to co-create campaign/contest/giveaway with APA Virginia
- Logo on website and in each quarterly newsletter
- One (1) sponsor profile and 1 project profile featured in a newsletter
- At least 3 social media posts throughout year highlighting as annual sponsor and promoting newsletter feature

GOLD — PLANNING PARTNERSHIP | \$2,500

- \$1,500 towards a conference sponsorship**
- Speaking opportunity and visibility at APA Virginia event
- Opportunity to present in monthly webinar series, *Your Hour with APA Virginia sponsored by Berkley Group* (free and open to the public)
- Two (2) free job postings***
- Opportunity to co-create campaign/contest/giveaway with APA Virginia
- Logo on website and in each quarterly newsletter
- One (1) sponsor profile featured in a newsletter
- At least 2 social media posts throughout year highlighting as annual sponsor and promoting newsletter feature



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SILVER — PLANNING PROMOTER | \$1,000

- \$500 towards a conference sponsorship**
- Speaking opportunity and visibility at APA Virginia event
- One (1) free job posting***
- Logo on website and in each quarterly newsletter
- At least 1 social media post throughout year highlighting as annual sponsor

BRONZE — PLANNING SUPPORTER | \$500

- Two (2) student sponsorships OR \$200 towards a conference sponsorship**
- Speaking opportunity and visibility at APA Virginia event
- 50% off of 1 job posting***
- Logo on website and in each quarterly newsletter
- At least 1 social media post throughout year highlighting as annual sponsor

** Annual Sponsorship year is October 1, 2017 - September 30, 2018.*

*** Funds for conference sponsorship can be used towards the cost of one or more sponsorship levels of the sponsor's choice.*

**** Job postings include a one page ad in Newsbrief newsletter, four email blasts and one promoted Facebook post for 15 days - \$45 value*



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FORM AVAILABLE ONLINE AT APAVIRGINIA.COM/SPONSORSHIP

2017 - 2018 ANNUAL 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, contact **Martina James Nalley** at **540.809.7505** or **martina@bellatrixcg.com**

Please complete this agreement — scan and email to **martina@bellatrixcg.com** or mail to:

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

APA Virginia can invoice via **PayPal** or make **checks payable** to **APA Virginia**

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

Company Name	Contact Name	Title

Address		

City	State	Zip

Email	Phone #	

Signature	Date	

Thank you for supporting APA Virginia Chapter!