



*Sponsorship
Opportunities*

APA
VA

Virginia Chapter of the
American Planning Association

2024 Annual Conference

REVOLUTIONARY
PLANNING



Destination: Williamsburg

July 21-24, 2024

Why Sponsor?

Sponsoring the Annual Conference of the Virginia Chapter of the American Planning Association is an effective and engaging way to increase your visibility among the Chapter's more than 1,600 members. It opens the door to the Chapter's extensive professional networks which engage throughout the year from webinar attendance, social media interaction, webinar participation, and more! APA Virginia acknowledges the tremendous impact sponsorship has in enriching the Conference experience and supporting the good work of planners across the State. As a sponsor, you can take advantage of the following opportunities:

- Join 400-450 planning professionals, decision-makers, policy advocates, community leaders, and university students - the next generation of the planning field in historic Williamsburg at the Williamsburg Lodge.
- 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
- Share information about your firm directly with potential clients and planner recruits
- Sponsors investing \$1,000 or more will receive a conference attendee list for use in outreach and market research

Have a sponsorship idea that you don't see listed? Connect with APA Virginia staff to share partnership ideas. Sponsorships should be creative while supporting and promoting the efforts of the Chapter and our Partners' work.

The expanded sponsorship packet and details can be found on apavirginia.com/sponsorship. **In this packet the *Sponsorship Investment Table* displays sponsor investment and recognition for the 2024 Annual Conference. Please use the *Sponsor Commitment Form* to confirm your support of the 2024 Annual Conference.**

2023 Attendee Demographics

July 2023
Hotel Roanoke
Roanoke, Va

2023 APA Virginia Conference Attendance

Local Government Breakdown

**Displaying localities with 4+ attendees
40+ Local Entities in Attendance*

2023 APA Virginia Conference Attendance

Sector Breakdown

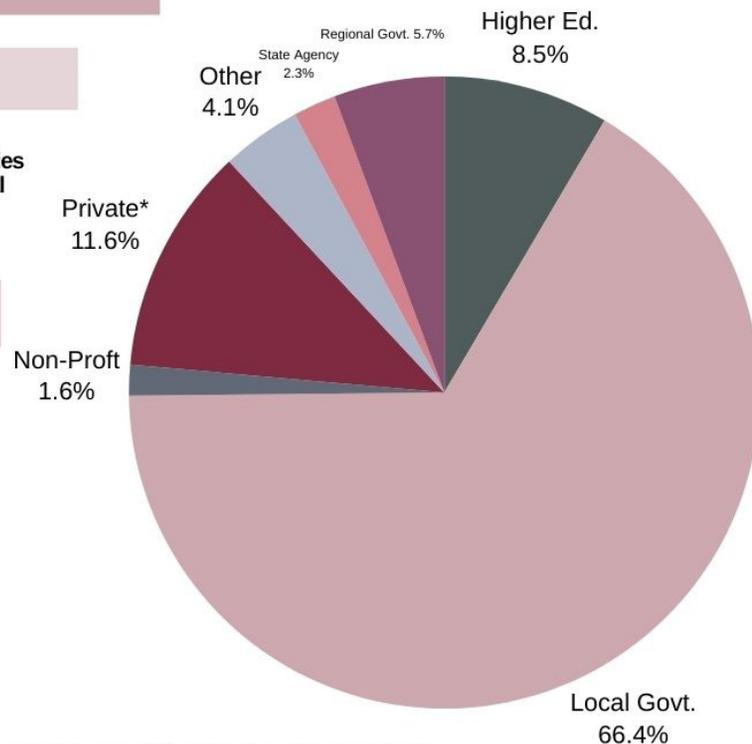
***Over 20 Private Sector Companies were represented at the Annual Conference.**

State Agencies in Attendance

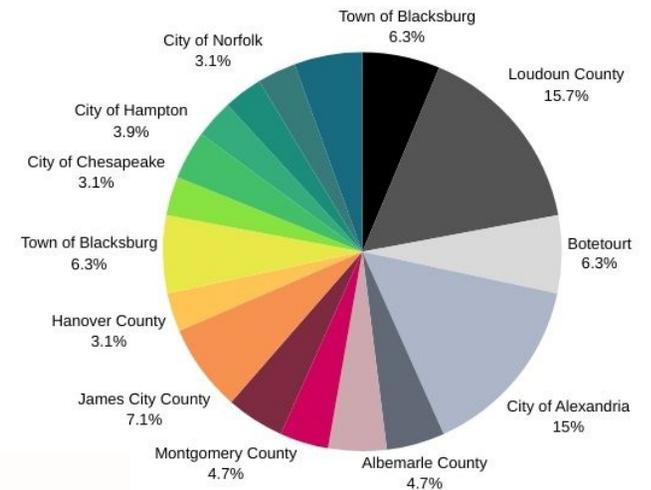
- Virginia Department of Rail and Public Transportation
- Virginia Department of Transportation
- Virginia Department of Housing and Community Development
- Virginia Transportation Research Council



2023 Annual Conference Demographic



- Town of Blacksburg
- Loudoun County
- Botetourt
- City of Alexandria
- Albemarle County
- Stafford County
- Roanoke County
- Montgomery County
- James City County
- Hanover County
- Town of Blacksburg
- City of Chesapeake
- City of Hampton
- City of Radford
- City of Norfolk
- City of Lynchburg
- City of Roanoke



Lead Sponsorships

Presenting \$30,000

- Five (5) conference registrations
- Opportunity to present one breakout session as part of the conference program
- Opportunity to give remarks at the opening keynote session
- Complimentary Exhibit Booth with opportunity to select booth location
- Prominent display of company name and logo throughout conference
- Opportunity to include conference bag drop-in item
- Two push notifications in conference app
- Prominent display of company logo and link on the conference website, Conference Mobile App, and conference materials
- Logo placement in all APA Virginia Conference e-blasts prior to conference
- Company spotlight on social media (LinkedIn, Facebook, Twitter, Instagram)
- Opportunity to present as a part of APA Virginia's monthly webinar series, *Your Hour with APA Virginia*, to maintain ongoing recognition
- Recognition as an Annual Chapter Sponsor
- First right of refusal for the 2025 conference

Title \$15,000

- Four (4) conference registrations
- Opportunity to present one breakout session as part of the conference program
- Opportunity to give remarks at one general session
- Complimentary Exhibit Booth with opportunity to select booth location
- Prominent display of company name and logo throughout conference
- Opportunity to include conference bag drop-in item
- Two push notifications in conference app
- Prominent display of company logo and link on the conference website, Conference Mobile App, and conference materials
- Logo placement in all APA Virginia Conference e-blasts prior to conference
- Company spotlight on social media (LinkedIn, Facebook, Twitter, Instagram)
- Opportunity to present as a part of APA Virginia's monthly webinar series, *Your Hour with APA Virginia*, to maintain ongoing recognition
- Recognition as an Annual Chapter Sponsor
- First right of refusal for the 2025 conference

Supporting Sponsorships

Virginia
\$5,000

Trailblazer
\$2,500

Pioneer
\$1,000

Innovator
\$500

APA Virginia's list of **Supporting Sponsorships** gives Conference Sponsors a broader way to invest In the 2024 Annual Conference.

These sponsorship levels include a variety of customizable options such as attendee registrations, exhibit booths, social posts, attendee engagement and options for exclusivity.

See the Sponsorship Perks Table for expanded investment details.

Exclusive & Limited Sponsorships

Vanguard

\$3,000

Groundbreaker

\$2,000

Exhibit Hall

\$3,000

Attendee Lanyard

\$2,500

Conference App

\$2,000

Hotel Keycard

\$1,500

Mobile Tours

\$1,000

Exhibit Booth

\$400

Student Leadership

\$300



APA Virginia offers a list of **Exclusive & Limited Sponsorships** that give companies an opportunity to engage with attendees in smaller group formats or work with APA Virginia to customize the attendee experience and enhance the sponsor spotlight.

These sponsorship levels include functions such as the Welcome Reception, Networking Breaks, Emerging Professionals Event, Planning Directors Breakfast and many more.

See the Sponsorship Perks Table for expanded investment details.

	Virginia	Exhibit Hall	Attendee Lanyard	Trail blazer	Vanguard <i>Exclusive/ Limited</i>	Ground breaker <i>Exclusive/ Limited</i>	Conference App	Hotel Key Card	Pioneer	Mobile Tours	Innovator	Student Leadership	Exhibit Booth
Investment	\$5,000	\$1,000	\$2,500	\$2,500	\$3,000	\$2,000	\$1,000	\$1,500	\$1,000	\$1,000	\$500	\$300	\$400
Registrations	3	1		1					1 discounted by 30%*	1 discounted by 30%*			1 discounted by 30%*
Exhibit booth	1	1	OR 1 full registration*	1	OR 1 full registration*	OR 1 registration discounted by 50%*							1
Attendee Conference App Advertisement	1	1	1	1	1	1	1	1	1	1			
Social posts	3	2	2	2	2	2	2	1	1	Logo cobranded with tour promotion	Logo on group social post	Logo on group social post	Logo on group social post
Logo placement on all conference materials	●	●	●	●	●	●	●	●	●	●	●	●	● Logo included on Exhibitor post
Conference bag drop-in branded item	●	●	●	●	●	●	●	●	●	●	●	●	●
First right of refusal 2025	●	●	●	●	●	●	●	●	●	●			
Present during <i>Your Hour with APA Virginia</i>	●			●	●	●							
Exclusive opportunity	Naming rights for one of the \$3,000 Exclusive Events	Naming rights for the Exhibit Hall	Logo printed on attendee lanyard	Naming rights for one of the \$2,000 Exclusive Events	Naming rights for one of the \$3,000 Exclusive Events	Naming rights for one of the \$2,000 Exclusive Events	Logo printed on attendee lanyard	Logo placement on all attendee hotel room keycards					
Exclusive signage		●			●	●				●			●
Exclusive remarks					Two minute welcome	Two minute welcome				Two minute welcome			
Opportunities Available	Monday evening Reception / Sunday Evening Reception Keynote Sponsor/ Lunch Sponsor <i>(Limited)</i>	1	1	EPP Social/ Director's Breakfast / Leadership Development Breakfast/ Resme Clinic / Networking Breaks (4) <i>(Limited)</i>	Monday evening Reception / Sunday Evening Reception Keynote Sponsor/ Lunch Sponsor <i>(Limited)</i>	EPP Social/ Director's Breakfast / Leadership Development Breakfast/ Resme Clinic / Networking Breaks (4) <i>(Limited)</i>				Limited		"Sponsor a Student" and make it possible for them to attend the 2024 Annual Conference	Limited



Scan for more details!

APAVIRGINIA.COM



2024 CONFERENCE SPONSORSHIP IMPORTANT DETAILS

- Registrations that are included in sponsorship packages will be priced based on the respective attendee status (ie, APA VA Member, Non-Member, Speaker, etc). Sponsor may be invoiced if attendee rate has to be adjusted.
- Registration coupon codes are based on Early Bird pricing and must be redeemed before July 5, 2024.
- All individuals staffing exhibit booths MUST register for the Conference.
- Naming rights for Vanguard and Innovator Exclusive events will be committed on a first come, first serve basis. Please list your preferred event on the commitment page.
- Exhibit table option with *Attendee Lanyard, Vanguard, or Innovator* package do not include a registration discount.
- Naming rights for Mobile Tours will be committed on a first come, first serve basis. Please list your preferred event or tour day on the commitment page.
- Please provide the Company Name as you would like it to be recognized at the sponsorship level.
- Please provide logos in PNG or JPEG formats. They can be sent to gillian@apavirginia.com.
- **Looking to build a customized sponsorship package? Contact us!**

For more information about sponsorships, contact Conference Managers, Martina James or Gillian Saul
martina@apavirginia.com | gillian@apavirginia.com

Thank you for
supporting
APA Virginia!

www.apavirginia.com



2024 CONFERENCE SPONSORSHIP COMMITMENT FORM

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

- Virginia – \$5,000
- Exhibit Hall – \$3,000
- Attendee Lanyard – \$2,500
- Trailblazer – \$2,500
- Vanguard – \$3,000
- Groundbreaker – \$2,000
- Conference App – \$2,000
- Hotel Key Card – \$1,500
- Pioneer – \$1,000
- Mobile Tour – \$1,000
- Innovator – \$500
- Student Leadership – \$300
- Exhibit Booth – \$400

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

APA Virginia
701 East Franklin Street
Suite 807
Richmond, VA 23219

Please make **checks payable** to **APA Virginia**.
Sponsorships can be paid via credit card, but processing fees will apply. ACH transfer is also available for payment.

Please name preferred Exclusive Events/Mobile Tours here:

Company Name Contact Name Title

Address

City State Zip

Email Phone #

Signature Date

Thank you for supporting
APA Virginia!