



American Planning Association
Virginia Chapter

Conference

SPONSORSHIPS

2021

2021 APA Virginia Chapter Annual Conference
INNOVATIONS IN PLANNING



Conference artwork by Olivia Askew

OCTOBER 20-22 | ROANOKE



apavirginia.com



Conference

SPONSORSHIPS

2021

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:

- 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, to include both in person & virtual attendees

~~TITLE SPONSOR — \$15,000~~ SOLD



- Four (4) conference registrations
- One complimentary overnight hotel room the evening before the conference
- Standard exhibit booth
- Opportunity to give remarks at opening session of the conference
- Two (2) push notifications in conference app
- Banner ad in conference app
- Logo placement and company link in Conference App
- Company spotlight on social media
- Prominent logo placement on all print & online conference communications, promotions and signage, and on conference mobile app splash screen



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PRESENTING SPONSOR — \$5,000

- Three (3) conference registrations
- Standard exhibit booth
- Banner ad in conference app
- One (1) push notification in Conference app
- Three (3) company spotlights on all APA Virginia social media channels
- Logo placement and company link in Conference App
- Logo placement on all print & online conference communications, promotions and signage
- First right of refusal for 2022 Annual Conference
- Recognition and engagement as a Platinum Annual Sponsor

PLANNING PARTNER SPONSOR — \$2,500

- One (1) conference registration
- Standard exhibit booth
- Banner ad in conference app
- One (1) push notification in Conference app
- Two (2) company spotlights on all APA Virginia social media channels
- Logo placement and company link in Conference App
- Logo placement on all print & online conference communications, promotions and signage
- First right of refusal for 2022 Annual Conference
- Recognition and engagement as a Gold Annual Sponsor



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A LA CARTE SPONSORSHIPS

NETWORKING RECEPTION — \$1,500

- Two minute welcome or speaking opportunity during reception
- Corporate signage at reception
- Standard exhibit booth
- Banner ad in conference app
- Two (2) company spotlights on all APA Virginia social media channels
- Logo placement and company link in Conference App
- One (1) push notification in Conference app before reception
- Logo placement and company link in Conference App
- First right of refusal for 2022 Annual Conference
- Recognition as Silver Annual Sponsor

EXHIBIT HALL SPONSOR — \$1,000

- Sponsorship signage at exhibit area entrance
- Standard exhibit booth
- Banner ad in conference app
- Logo placement and company link in Conference App
- Two (2) company spotlights on all APA Virginia social media channels
- Logo placement on all print and online conference materials and signage
- One (1) conference registration
- First right of refusal for 2022 Annual Conference
- Recognition as Silver Annual Sponsor



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2021

CONFERENCE APP SPONSOR — \$1,000

- Opportunity to develop giveaway or contest with conference hashtag and company-specific hashtag
- Splash screen logo placement & prominent logo placement on app
- Two (2) company spotlights on all APA Virginia social media channels
- Standard exhibit booth
- Banner ad in conference app
- Logo placement and company link in Conference App
- Logo placement on all print and online conference materials and signage
- First right of refusal for 2022 Annual Conference
- Recognition and engagement as Silver Annual Sponsor

KEYNOTE SPEAKER SPONSOR — \$1,000

- Two minute welcome at beginning of session
- Reserved seating for two (2) guests during session
- Logo placement on stage during session
- Standard exhibit booth
- Two (2) company spotlights on all APA Virginia social media channels
- Banner ad in conference app
- Logo placement and company link in Conference App
- Logo placement on all print and online conference materials and signage
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EXHIBIT BOOTH — \$300

- Standard exhibit booth in exhibit hall open to all attendees
- 50% off conference registration
- Banner ad in conference app
- Logo placement and company link in Conference App
- Logo placement on all print and online conference materials and signage
- One (1) company spotlight on all APA Virginia social media channels

MOBILE TOURS — \$250

- 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 and company link in Conference App
- Logo placement on all print and online conference materials and signage
- One (1) company spotlights on all APA Virginia social media channels

CONFERENCE APP ADVERTISEMENTS

- Scavenger hunt & prize sponsor - \$250
- Social wall sponsor and promoted posts - \$250
- Banner ad (640 x 150 px & 552 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

2021 CONFERENCE SPONSORSHIP LEVELS

- | | |
|---|--|
| <input type="checkbox"/> TITLE SPONSOR — \$15,000 SOLD | <input type="checkbox"/> CONFERENCE APP SPONSOR — \$1,000 |
| <input type="checkbox"/> PRESENTING SPONSOR — \$5,000 | <input type="checkbox"/> KEYNOTE SPEAKER SPONSOR — \$1,000 |
| <input type="checkbox"/> PLANNING PARTNER SPONSOR — \$2,500 | <input type="checkbox"/> EXHIBIT BOOTH — \$300 |
| <input type="checkbox"/> NETWORKING RECEPTION — \$1,500 | <input type="checkbox"/> MOBILE TOURS — \$250 |
| <input type="checkbox"/> EXHIBIT HALL SPONSOR — \$1,000 | <input type="checkbox"/> CONFERENCE APP AD: _____ |

For more information about sponsorships, contact **Martina James Nalley** 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

APA Virginia can invoice via **Credit Card** or make **checks payable** to **APA Virginia Chapter**

Please provide logos in print and web formats.

COMPANY NAME CONTACT NAME TITLE

ADDRESS

CITY STATE ZIP

EMAIL PHONE #

SIGNATURE DATE