

# *Sponsorship Opportunities*

*Portsmouth, Virginia*

2025 Annual Conference

July 20-23, 2025

*The Times Are A-Changin':  
Navigating Virginia's Evolving  
Planning Landscape*



# 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, section event engagement, 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 450-500 planning professionals, decision-makers, policy advocates, community leaders, and university students - the next generation of the planning field in Portsmouth at the Renaissance Portsmouth Norfolk Waterfront Hotel.
- 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/2025-sponsorship](http://apavirginia.com/2025-sponsorship). **This packet offers a variety of sponsor investment and recognition opportunities for the 2025 Annual Conference. Please use the *Sponsor Commitment Form* to confirm your support of the 2025 Annual Conference.**

# 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 2026 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)
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# Supporting Sponsorships

## All APA Virginia Annual Conference Sponsors Will Receive:

- Display of company name on the conference website, social posts, conference Mobile App, and APA Virginia Annual Conference promotional materials
- Sponsorship recognition during the APA Virginia Awards Luncheon
- Opportunity to provide a company-branded item for attendee swag bags

## Beacon | \$7,500

- Two registrations
- One exhibit booth
- Additional tickets to the named reception
- Naming rights to one of the following events (Exclusive signage, promotion and access)
  - Sunday Evening Reception
  - Monday Evening Reception

## Lightship | \$5,000

- Two registrations
- One exhibit booth
- Naming rights to one of the following events (Exclusive signage, promotion and access)
  - Emerging Planning Professionals Reception
  - Keynote Sponsor
  - Lunch Sponsor
  - Awards Sponsor

## Portside | \$2,500

- One registration
- One exhibit booth
- Naming rights to one of the following events (Exclusive signage, promotion and access)
  - Planning Director's Breakfast
  - Leadership Development Breakfast
  - Resume Clinic
  - Networking Breaks
  - Registration Sponsor

## Seawall | \$1,000

- One registration (30% discount at Early Bird Rate)

## Cobblestone | \$500

*Sponsors investing \$1,000 or more will receive a conference attendee list for use in outreach and market research*

# Exclusive & Limited Sponsorships

[www.apavirginia.com](http://www.apavirginia.com)

**Exhibit Hall \$3,000**

**Attendee Lanyard \$2,500**

**Conference App \$2,500**

**Hotel Keycard \$2,000**



**Mobile Tours \$1,000**

**Branded Swag Varied Prices**

**Exhibit Booth \$450**

**Student Leadership \$300**

*Sponsors investing \$1,000 or more will receive a conference attendee list for use in outreach and market research*

## **Exhibit Hall | \$3,000**

- One registration
- One exhibit booth
- Naming rights throughout the 2025 Conference Exhibit Hall (Exclusive signage, promotion and access)

## **Lanyard | \$2,500**

- Choice of One registration or One exhibit booth
- Company logo added to the attendee lanyard

## **Conference Mobile App | \$2,500**

- One registration discounted at 50%
- Company logo added to the Conference Mobile App Branding

## **Hotel Keycard | \$2,000**

- One registration discounted at 50%
- Company logo added to the hotel keycard

## **Mobile Tours | \$1,000**

- One discounted registration
- Naming rights to a mutually agreeable Mobile Tour (Exclusive signage, promotion and access)

## **Branded Swag | Varied**

- APA Virginia will co-brand this Conference swag item with your company's logo
- Conference Bag - \$6,000
- Notebook - \$4,000
- Pen - \$600

## **Exhibit Booth | \$450**

- One discounted registration (30% Early bird rate)
- One exhibit booth

## **Student Leadership | \$300**

- Sponsor a student and make it possible for a student to attend the 2025 Annual Conference



## 2025 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 3, 2025.
- All individuals staffing exhibit booths MUST register for the Conference.
- Naming rights for Exclusive events will be committed on a first come, first serve basis. Please list your preferred event on the commitment page.
- If an exhibit table is included in a sponsor package there is not an additional registration discount included, as reflected in the stand alone exhibit table package.
- 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](mailto:gillian@apavirginia.com).
- **Looking to build a customized sponsorship package? Contact us!**

Thank you for supporting  
APA Virginia!

[www.apavirginia.com](http://www.apavirginia.com)

For more information about sponsorships, contact Conference Managers, Martina James or Gillian Saul  
[martina@apavirginia.com](mailto:martina@apavirginia.com) | [gillian@apavirginia.com](mailto:gillian@apavirginia.com)



# 2025 CONFERENCE SPONSORSHIP COMMITMENT FORM

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

- Beacon – \$7,500
  - Lightship – \$5,000
  - Portside – \$2,500
  - Seawall – \$1,000
  - Cobblestone – \$500
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- Exhibit Hall – \$3,000
  - Lanyard – \$2,500
  - Conference App – \$2,500
  - Hotel Keycard – \$2,000
  - Mobile Tours – \$1,000
  - Branded Swag –
  - Exhibit Booth – \$450
  - Student Leadership – \$300

Please name preferred Exclusive Events/Mobile Tours here:

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

Please complete this agreement – scan and email to [gillian@apavirginia.com](mailto: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.

Thank you for supporting APA Virginia!