



Virginia Chapter of the
American Planning Association

Sponsorship Opportunities



In 2022, we explored "Planning for Equity in..."

This year we dive deeper. APA Virginia presents:

*"5 Points to Build a Sustainable
Community for All"*

Collaboration

Economic Development

Housing

Infrastructure

The Great Outdoors

2023 Annual Conference
Hotel Roanoke, Roanoke VA
July 16-19, 2023

www.apavirginia.com

2023 Conference Theme



"5 Points to Build a Sustainable Community for All"

Collaboration
Economic Development
The Great Outdoors
Infrastructure
Housing

Visit apavirginia.com
to learn more about the theme.

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 350-400 planning professionals, decision-makers, policy advocates, community leaders, and university students - the next generation of the planning field at the historic Hotel Roanoke in Roanoke Virginia.
- 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 \$300 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.

Sponsorship Opportunities

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/Instagram 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 2024 Annual Conference
- Opportunity to present In the Chapter Monthly Webinar series, *Your Hour with APA Virginia*

BLUE RIDGE 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/Instagram 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 2024 Annual Conference

ROANOKE STAR SPONSOR – \$1,000

- One (1) 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— \$300

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

Sponsorship Opportunities

EXCLUSIVE & LIMITED SPONSORSHIPS

SUNDAY EVENING WELCOME RECEPTION – \$2,500

MONDAY EVENING RECEPTION – \$3,500

KEYNOTE SPONSOR - \$2,500

LUNCH SPONSOR - \$2,500

YOUNG PLANNERS GROUP SOCIAL – \$1,500

DIRECTORS' BREAKFAST – \$1,500

LEADERSHIP DEVELOPMENT PROGRAM BREAKFAST –\$1,500

RESUME CLINIC SPONSORSHIP—\$1500

MOBILE TOUR SPONSORSHIPS (Multiple Available) – \$600

- Two-minute welcome or speaking opportunity during reception/social/tour/breakfast
- Corporate signage at respective event
- Standard exhibit booth OR
 - One (1) Full Conference registration (levels \$2,500+)
 - One (1) Full Conference registration discounted by 50% (levels \$1,500-\$2,499)
- Two (2) APA Virginia Facebook/Twitter/Instagram 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 2024 Annual Conference

EXHIBIT HALL SPONSOR – \$3,000 (1 available)

- One (1) conference registration
- Sponsorship signage at exhibit area entrance
- Standard exhibit booth or one (1) full conference registration
- Banner ad in conference app
- Two (2) APA Virginia Facebook/Twitter/Instagram 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 2024 Annual Conference

LANYARD SPONSORSHIP—\$2,500 (1 available)

- Logo placement on all conference attendee lanyards
- Standard exhibit booth or one (1) full conference registration
- Two (2) APA Virginia Facebook/Twitter/Instagram 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 2024 Annual Conference

Sponsorship Opportunities

COFFEE NETWORKING BREAKS (4 Available)- \$1500

- One (1) Conference registration discounted by 50%
- Corporate signage at coffee station
- Standard exhibit booth or One (1) Conference registration discounted by 50%
- Two (2) APA Virginia Facebook/Twitter/Instagram 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 2024 Annual Conference

HOTEL KEYCARD SPONSOR – \$1,500 (1 available)

- 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 or One (1) Conference registration discounted by 50%
- Two (2) APA Virginia Facebook/Twitter posts about company prior to conference
- Conference bag drop-in item
- First right of refusal for 2024 Annual Conference

A LA CARTE SPONSORSHIPS

‘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/Instagram post about company prior to conference
- Registration bag drop-in item

EXHIBIT BOOTH SPONSORSHIP - \$350

- One (1) standard exhibitor table
- One (1) Conference registration discounted by 50%
- Registration bag drop-in item
- Website logo included on social media post highlighting all Exhibitor sponsors

CONFERENCE ATTENDEE APP ADVERTISEMENTS

- Banner ad (640 x 150 px) - \$100
- Sponsored push notification (140 character post of your choice) - \$50
- **Ad bundle:** banner ad, push notification, and one (1) APA Virginia Facebook/Twitter post about company prior to conference - \$200
Contact APA Virginia for more details.

SPONSOR THE SWAG If you would like to sponsor a co-branded swag item, such as the Conference Bag, Notebooks, etc, that your company does not self-produce please contact APA Virginia.

2023 CONFERENCE SPONSORSHIP COMMITMENT FORM

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

- | | |
|--|---|
| <input type="checkbox"/> Virginia Sponsor – \$5,000 | <input type="checkbox"/> Mobile Tours (multiple available) –\$600 |
| <input type="checkbox"/> Blue Ridge Sponsor – \$2,500 | <input type="checkbox"/> Coffee Networking (4 available)–\$1,500 |
| <input type="checkbox"/> Roanoke Star Sponsor – \$1,000 | <input type="checkbox"/> Lanyard –\$2,500 |
| <input type="checkbox"/> Planning Partner – \$500 | <input type="checkbox"/> Hotel Keycard –\$1,500 |
| <input type="checkbox"/> Neighborhood Friend– \$300 | <input type="checkbox"/> Exhibit Hall – \$2,500 |
| <input type="checkbox"/> Sunday Reception – \$2,500 | <input type="checkbox"/> Student Sponsorship–\$200 |
| <input type="checkbox"/> Monday Reception – \$3,500 | <input type="checkbox"/> Sponsor the Swag |
| <input type="checkbox"/> YPG Social – \$1,500 | <input type="checkbox"/> Exhibit Booth - \$350 |
| <input type="checkbox"/> Director's Breakfast – \$1,000 | <input type="checkbox"/> Conference App Advertisement
(please indicate): _____ |
| <input type="checkbox"/> Leadership Development Breakfast- \$1,500 | |
| <input type="checkbox"/> Resume Clinic – \$1,500 | |

Please also include selection written here:

For more information about sponsorships, contact Conference Manager, Martina James at martina@bellatrixcg.com or Conference Staff member, Gillian Saul, at gillian@bellatrixcg.com.

Please complete this agreement – scan and email to gillian@bellatrixcg.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 provide **logos** in PNG or JPEG formats. They can be sent to gillian@bellatrixcg.com.

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

Thank you for supporting APA Virginia!

www.apavirginia.com