

VGCA

VA GOVERNOR'S CONFERENCE ON AGING

CONNECT.COLLABORATE.CONTRIBUTE

May 11th-12th, 2020

Richmond Virginia

www.vgcoa.com

SPONSORSHIP OPPORTUNITIES



INTRODUCTION

The Virginia Association of Area Agencies on Aging and the Department for Aging and Rehabilitative Services are hosting the 2020 Virginia Governor's Conference on Aging on May 11-12, 2020 in Richmond.

The 2020 conference, ***"Connect. Collaborate. Contribute: Communities for the Future"*** will provide the opportunity for participants to take an active role in making Virginia a better place to live for our aging population. The one-day conference will include breakout sessions in three focus areas and keynote speakers that will bring a wealth of knowledge and experience. The conference will yield recommendations to current and future policy makers on measures to be taken to make Virginia one of the most livable states for all ages.

Virginia's population is becoming older and more diverse. Today there are nearly 1.5 million adults in the Commonwealth age 60 and over, and this population will expand to more than two million by 2030 when the baby boom generation will be between 66 and 84 years old. Virginia's aging population is living longer due to the advances in health care; older Virginians with chronic conditions to receive assistance for longer periods of time and they will also serve as valuable resources.

THEME

Connect. Collaborate. Contribute: Communities for the Future will include three focus areas, to create engagement and action across the Commonwealth:

- **Culture Change in Long Term Services and Supports**
- **Safety and Financial Security: Older Adults in the new Virginia Economy**
- **Livable Communities: Developing Innovative Solutions for Addressing Barriers and Sharing Collaborative Strategies**

GOAL

Active engagement of participants in conversations to promote a healthy and safe Commonwealth for older adults, families, businesses, service providers and community partners.

AUDIENCE

The conference is designed for professionals in the aging services network, including, healthcare, government, business, academia, students, nonprofit, and volunteers.

Sponsorship Levels



~~Title Sponsor - \$20,000 (EXCLUSIVE)~~ — SOLD

- Exhibit booth with location selection
- Six (6) complimentary conference registrations + reserved seating in general session room
- One complimentary overnight hotel room for the evening before the conference
- Brief speaking opportunity at opening plenary session
- Prominent logo placement on all print & online conference communications, promotions and signage, and on conference mobile app splash screen
- Company listed in press releases and other written conference communications
- Opportunity to include promotional item in conference registration bag
- Banner ad in conference mobile app
- Sponsored post on the social wall
- First right of refusal for the next VGCOA

Presenting Sponsor - \$15,000 (TWO)

- Exhibit booth with location selection
- Five (5) complimentary conference registrations + reserved seating in general session room
- One complimentary overnight hotel room for the evening before the conference
- Brief speaking opportunity during a plenary session
- Prominent logo placement on all print & online conference communications, promotions and signage
- Company listed in press releases and other written conference communications
- Opportunity to include promotional item in conference registration bag
- Banner ad in conference mobile app
- Sponsored post on the social wall
- First right of refusal for the next VGCOA

Platinum Sponsor - \$10,000 (TWO)

- Exhibit booth with location selection
- Four (4) complimentary conference registrations + reserved seating in general session room
- Onstage recognition during lunch plenary session
- Logo placement on all print & online conference communications, promotions and signage
- Company listed in press releases and other written conference communications
- Opportunity to include promotional item in conference registration bag
- Banner ad in conference mobile app
- First right of refusal for the next VGCOA

Gold Sponsor - \$5,000

- Exhibit booth
- Three (3) complimentary conference registrations + reserved seating in general session room
- Logo placement on all print & online conference communications, promotions and signage
- Opportunity to include promotional item in conference registration bag
- Banner ad in conference mobile app

Silver Sponsor - \$2,500

- Two (2) complimentary conference registrations
- Logo placement on all print & online conference communications, promotions and signage
- Opportunity to include promotional item in conference registration bag
- \$150 discount on exhibit booth

Bronze Sponsor - \$1,000

- One (1) complimentary conference registration + 50% off an additional registration
- Logo placement on online conference communications, promotions and signage
- Opportunity to include promotional item in conference registration bag

Sponsorship Levels



Reception Sponsor - \$10,000 (EXCLUSIVE)

- Two (2) complimentary conference registrations + reserved seating in general session room
- Two (2) complimentary reception tickets
- Opportunity to give remarks during reception
- Logo placement on online conference communications, promotions and signage
- Prominent logo placement on reception signage
- Company listed in press releases and other written conference communications
- Opportunity to include promotional item in conference registration bag
- Banner ad in conference mobile app
- Sponsored push notification in conference app
- First right of refusal for the next VGCOA

WiFi Sponsor - \$10,000 (EXCLUSIVE)

- Two (2) complimentary conference registrations + reserved seating in general session room
- Logo placement on all promotions and signage and on conference mobile app splash screen
- Company related WiFi code given to all attendees
- Opportunity to include promotional item in conference registration bag
- Banner ad in conference mobile app
- Sponsored push notification in conference app
- First right of refusal for the next VGCOA

Mobile App Sponsor - \$5,500 (EXCLUSIVE)

- Two (2) complimentary conference registrations + reserved seating in general session room
- Logo placement on online conference communications, promotions and signage, and on conference mobile app splash screen
- Prominent logo placement on mobile app splash screen
- Company listed in press releases and other written conference communications
- Opportunity to include promotional item in conference registration bag
- Banner ad in conference mobile app
- Sponsored push notification & social wall post in conference app
- Opportunities to utilize other app components for added visibility
- First right of refusal for the next VGCOA

~~Keynote Sponsor - \$5,500 (EXCLUSIVE)~~ SOLD

- Two (2) complimentary conference registrations + reserved seating in general session room
- Opportunity to welcome keynote speaker
- Logo placement on online conference communications, promotions and signage
- Prominent logo placement on stage during session
- Company listed in press releases and other written conference communications
- Opportunity to include promotional item in conference registration bag
- Banner ad in conference mobile app
- Sponsored push notification in conference app
- First right of refusal for the next VGCOA

Sponsorship Levels



Exhibit Area - \$3,000

- One exhibitor table
- One conference registration
- Logo placement at entrance to Exhibit Area
- Logo placement on conference website
- Logo placement on all relative social media
- First right of refusal for next VGCOA

Exhibitor - \$400

- Exhibit table
- Display of logo on conference materials and website
- One conference registration

Morning coffee: \$1,500

- Logo placement at all morning coffee break locations
- Logo placement on all relative social media
- First right of refusal for next VGCOA

Afternoon networking break: \$1,500

- Logo placement at all afternoon networking break locations
- Logo placement on all relative social media
- First right of refusal for next VGCOA

Advertising

- Scavenger hunt & prize sponsor - \$250
- Social wall sponsor and promoted posts - \$250
- Bag drop-in of your choice - \$250
- Conference App Banner ad (640 x 150 px) - \$100
- Sponsored push notification (140 character post of your choice) - \$50

- Ad Bundle: Promoted post on social wall, banner ad, one push notification and one VGCOA facebook/twitter post about company prior to conference - \$200

Contact us for more details and sample ads.

2020 Sponsorship Levels

Our organization would like to sponsor the following levels:

- Title - \$20,000 **SOLD**
- Presenting - \$15,000 (Two Available)
- Platinum - \$10,000 (Two Available)
- Gold- \$5,000
- Silver - \$2,500
- Bronze - \$1,000
- Exhibitor - \$400

Exclusive Sponsorships:

- Conference Reception - \$10,000
- Conference Wifi - \$10,000
- Mobile App - \$5,500
- Keynote - \$5,500 **SOLD**
- Exhibit Area - \$3,500
- Morning Coffee - \$1,500
- Afternoon Networking Break - \$1,000

Advertising:

- Scavenger hunt & prize sponsor - \$250
- Social wall sponsor with promoted posts - \$250
- Conference Bag Drop-in of choice - \$250
- Conference App Banner Ad - \$100
- Sponsored push notification (140 characters) - \$50
- Ad Bundle: Promoted post on social wall, banner ad, one push notification and one VGCOA facebook/twitter post about company prior to conference - \$200

SPONSORSHIP DEADLINE - APRIL 1ST, 2020

For more information, please contact Martina James at 540-809-7505 or martina@vgcoa.com

Please email corporate logo (in .EPS format) no later than April 1, 2020 to: martina@vgcoa.com

Please complete and mail or email this agreement to:

Va. Association of Area Agencies on Aging
Attn: VGCoA 2020
24 East Cary Street, Suite 100
Richmond, Virginia 23219

All checks should be made payable to:

Virginia Association of Area Agencies on Aging
memo: VGCOA 2020

Company Name

Contact Name

Title Address

City State Zip

Email

Phone

Signature Date