



VA GOVERNOR'S CONFERENCE ON AGING

SPONSORSHIP PACKET

MAY 24-27, 2021

PRESENTED BY



VGCOA.COM

WHY SPONSOR?

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.

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.

~~PLATINUM SPONSOR \$10,000 SOLD~~

- Four complimentary conference registrations
- Opportunity to provide remarks at the opening plenary session
- Prominent logo placement on all print & online conference communications and promotions
- Company listed in press releases and other written conference communications
- Opportunity to include 300 pieces of promotional item in conference swag box mailed to attendees
- Company spotlight on social media
- Logo shared and linked on social media
- Logo placement and linked on conference website

GOLD SPONSOR \$5,000

- Three complimentary conference registrations
- Opportunity to include 300 pieces of promotional item in conference swag box mailed to attendees
- Company spotlight on social media
- Logo shared and linked on social media
- Logo placement and linked on conference website

SILVER SPONSOR \$2,500

- Two complimentary conference registrations
- Opportunity to include 300 pieces of promotional item in conference swag box mailed to attendees
- Company spotlight on social media
- Logo shared and linked on social media
- Logo placement and linked on conference website

DAY SPONSOR \$2,000

4 available

- Two complimentary registrations
- Sponsor selects which day of the conference they prefer to sponsor, availability is on a first come, first serve basis
- Company recognized at the beginning of each sessions of the sponsored day
- Opportunity to do an introduction for one of the scheduled sessions on the sponsored day
- Logo placement in all VGCOA e-blasts prior to the conference
- Company spotlight on social media
- Logo shared and linked on social media
- Logo placement and linked on conference website

BRONZE SPONSOR \$1,000

- One complimentary conference registration
- Opportunity to include 300 pieces of promotional item in conference swag box mailed to attendees
- Company spotlight on social media
- Logo shared and linked on social media
- Logo placement and linked on conference website

VIRTUAL FACILITATED CONVERSATION \$1,000

limited number available

- Host an interactive 30-minute session
- Facilitate the conversation with content based on your organization's expertise
- Session time and date added to the conference program
- Company spotlight on social media
- Logo shared and linked on social media
- Logo placement and linked on conference website
- Two registrations at the prevailing speaker registration rate

VIRTUAL CONFERENCE PARTNER \$500

- Company spotlight on social media
- Logo shared and linked on social media
- Logo placement and linked on conference website
- 50% discount on two conference registrations

VIRTUAL CONFERENCE SUPPORTER - \$250

- Company spotlight on social media
- Logo shared and linked on social media
- Logo placement and linked on conference website

ADVERTISING

- Include promotional item in conference swag box mailed to attendees - \$200 (300 pieces)
- One company spotlight on social media (Facebook + Instagram) -\$50
- One company spotlight in conference communications during week of conference - \$100
- AD bundle: Swag box drop in, social media spotlight, conference communication spotlight - \$300

2021 CONFERENCE SPONSOR COMMITMENT

- ~~Platinum Sponsor - \$10,000 (One Available)~~ **SOLD**
- Gold Sponsor - \$5,000
- Silver Sponsor - \$2,500
- Day Sponsor - \$2,000 (Four Available)
- Bronze Sponsor - \$1,000
- Virtual Facilitated Conversation - \$1,000 (limited availability)
- Virtual Conference Partner - \$500
- Virtual Conference Supporter - \$250
- Advertising: Promotional Item - \$200
- Advertising: Social Media Spotlight - \$50
- Advertising: Conference Communication Spotlight - \$100
- Advertising: Bundle - \$300

**PLEASE SEE NEXT PAGE FOR
SPONSORSHIP COMMITMENT FORM**

COMMITMENT FORM

Please contact Paige Tate for more information on sponsorships at
757.348.9600 or info@vgcoa.com

Please complete this agreement – scan and email to info@vgcoa.com or mail to:

VGCOA
24 E. Cary St.
Suite 100
Richmond, VA 23219

Sponsorships are payable to Virginia Association of Area Agencies on Aging

Please provide logos in print and web formats, **no later than May 1, 2021**

Company Name

Contact Name

Title

Address

City

State

Zip

Email

Phone #

Signature

Date

THANK YOU FOR SUPPORTING VGCOA!

VGCOA.COM