GOVERNOR'S TOURISM SUMMIT

2024 Sponsorship Opportunities

November 13 – 15, 2024 | Hot Springs, Virginia www.VA1TourismSummit.org

Presented by:







2024 VA1 Governor's Tourism Summit

- Virginia's premier tourism and hospitality conference
- Tourism marketing and development sessions encouraging attendees to maximize Virginia's potential
- Industry decision makers from DMO, CVBs, economic development, government administration and hotels in attendance
- Unique opportunities are available for sponsors and exhibitors to network with decision makers seeking new and innovative solutions for their organizations



2023 Event Recap

— The Omni Homestead, Hot Springs, VA —











Notable Guest Speakers



Virginia Governor Glenn Youngkin



Bruce Smith

NFL Hall of Fame

Defensive End & Virginia

Hotelier



Alicia Rainwater
Certified Keynote
Speaker & Generational
Expert



Sarah Dandashy
Verified Travel Expert,
Best-Selling Author & TV
Personality



2023 Event - Attendees

575 attendees included:

- Travel Professionals
- CVBs + DMOs
- Tourism Investors
- Economic Development Executives
- Government Officials
- VIP Guests
- Hospitality Suppliers
- Hoteliers
- Restaurateurs













2024 VAI VENUE:

The Omni Homestead Resort

Hot Springs, VA

Wednesday, November 13 - Friday, November 15, 2024





Presenting Sponsor

\$25,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Logo placement in print advertising, with sponsorship commitment by August 1
- Opportunity for banner ads, provided by sponsor, on VAI mobile app home screen and in VAI emails (promotion and attendee confirmation) with link to company website
- Social media post (content and link provided by sponsor)
- Name recognition in press releases
- Opportunity for company-branded email sent to attendees
- Conference attendee list with contact information
- On-stage acknowledgement during a VA1 General Session
- Logo on digital loop presentation during conference breaks

- Large exhibit space (8' x 20') in a high-traffic location with premium comfortable seating package and free electricity
- 10 complimentary event registrations (25% discount for additional participants)
- 1 reserved table for Day 1 lunch, Day 2 breakfast and lunch
- 4 complimentary tickets to Welcome Kickoff Event
- 2 complimentary tickets to Digital Content Workshop
- Opportunity to distribute marketing materials at a general session
- Opportunity to give a 4-minute presentation and/or show promotional video during Opening Session and 2 Super Sessions
- Opportunity to introduce a keynote speaker



Opening General Session & Lunch

\$15,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Opportunity for banner ads, provided by sponsor, on VAI mobile app home screen and in VAI promotional email with link to company website
- Social media post (content and link provided by sponsor)
- Name recognition in press releases
- Opportunity for company-branded email sent to attendees
- Conference attendee list with contact information
- Logo placement on Opening Session signage
- On-stage acknowledgement during Opening Session
- Logo on digital loop presentation during conference breaks

- Large exhibit space (8' x 20') in a high-traffic location with
 6' skirted table, standard pipe + drape, and free electricity
- 8 complimentary event registrations (25% discount for additional participants)
- 1 reserved table for Day 1 lunch
- 4 complimentary tickets to Welcome Kickoff Event
- 2 complimentary tickets to Digital Content Workshop
- Opportunity to distribute marketing materials at a general session
- 4-minute presentation and/or promotional video during Opening Session
- Opportunity to introduce a keynote speaker













Host City Sponsor

\$10,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Opportunity for banner ads, provided by sponsor, on VA1 mobile app home screen and in VA1 promotional email with link to company website
- Social media post (content and link provided by sponsor)
- Name recognition in press releases
- Opportunity for company-branded email sent to attendees
- Conference attendee list with contact information
- On-stage acknowledgement during a VA1 General Session
- Logo on digital loop presentation during conference breaks

- Large exhibit space (8' x 20') in a high-traffic location with
 6' skirted table, standard pipe + drape, and free electricity
- 6 complimentary event registrations (15% discount for additional participants)
- 6 reserved seats for Day 1 & Day 2 lunches
- 2 complimentary tickets to Welcome Kickoff Event
- 2 complimentary tickets to Digital Content Workshop
- 4-minute presentation and/or promotional video at Opening Session
- Opportunity to introduce a keynote speaker









Official Travel Sponsor

\$10,000

Promotional Benefits

- Company name and logo, with link to company website via a dedicated Travel Sponsor landing page, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Opportunity for banner ads, provided by sponsor, on VAI mobile app home screen and in VAI promotional email with link to company website
- Social media post (content and link provided by sponsor)
- Name recognition in press releases
- Conference attendee list with contact information
- On-stage acknowledgement during a VAI General Session
- Logo on digital loop presentation during conference breaks

- Large exhibit space (8' x 20') in a high-traffic location with 6' skirted table, standard pipe + drape, and free electricity
- 6 complimentary event registrations (15% discount for additional participants)
- 6 reserved seats Day 1 & Day 2 lunches
- 2 complimentary tickets to Welcome Kickoff Event
- 2 complimentary tickets to Digital Content Workshop
- 4-minute presentation and/or promotional video at Opening Session
- Opportunity to introduce a keynote speaker



Closing General Session & Lunch

\$10,000

Promotional Benefits

- Company name and logo, with link to company website, on VA1 website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Opportunity for banner ads, provided by sponsor, on VAI mobile app home screen and in VAI promotional email with link to company website
- Social media post (content and link provided by sponsor)
- Name recognition in press releases
- Conference attendee list with contact information
- Logo placement on Closing Session lunch signage
- On-stage acknowledgement during Closing Session
- Logo on digital loop presentation during conference breaks

- Large exhibit space (8' x 20') in a high-traffic location with
 6' skirted table, standard pipe + drape, and free electricity
- 6 complimentary event registrations (15% discount for additional participants)
- 6 reserved seats for Day 2 lunch
- 2 complimentary tickets to Welcome Kickoff Event
- 2 complimentary tickets to Digital Content Workshop
- 4-minute presentation and/or promotional video during Closing Session
- Opportunity to introduce a keynote speaker



Taste of Virginia Reception

\$8,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo placement on Taste of Virginia Reception signage
- On-stage acknowledgement during Taste of Virginia Reception
- Logo on digital loop presentation during conference breaks

- Exhibit space (8' x 10') in a prime location with 6' skirted table, standard pipe + drape, and free electricity
- 4 complimentary event registrations
 (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop
- 3-minute presentation and/or promotional video at Day 1
 Afternoon General Session











Day 2 Morning General Session/Breakfast

\$7,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo placement on Day 2 General Session signage
- On-stage acknowledgement during Day 2 General Session
- Logo on digital loop presentation during conference breaks

- Exhibit space (8' x 10') in a prime location with 6' skirted table, standard pipe + drape, and free electricity
- 4 complimentary event registrations
 (15% discount for additional participants)
- 4 reserved seats for Day 2 breakfast
- 1 complimentary ticket to Digital Content Workshop
- 2-minute presentation and/or promotional video at Day 2
 General Session



Welcome Kickoff Event

\$6,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo placement on Welcome Kickoff Event signage
- Logo on digital loop presentation during conference breaks

- Exhibit space (8' x 10') in a prime location with 6' skirted table, standard pipe + drape, and free electricity
- 4 complimentary event registrations (15% discount for additional participants)
- 4 complimentary tickets to Welcome Kickoff Event
- 1 complimentary ticket to Digital Content Workshop















Conference Sponsor

\$6,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Opportunity to curate session content and/or serve as moderator during session or provide a 5-minute presentation during the Conference based on agenda availability
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo on digital loop presentation during conference breaks

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape, and free electricity
- 2 complimentary event registrations
 (15% discount for additional participants)
- 2 complimentary tickets to Welcome Kickoff Event
- 1 complimentary ticket to Digital Content Workshop





Registration Sponsor

\$5,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Opportunity for banner ad, provided by sponsor, in VAI attendee confirmation email with link to company website
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Company logo on registration signage and attendee lanyards
- Logo on digital loop presentation during conference breaks

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape, and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop









Super Session Sponsor

\$5,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Opportunity to curate session content and/or serve as moderator during session. Content must be approved by the VAI Programming Committee in advance of sponsorship invoicing.
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo on digital loop presentation during conference breaks

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape, and free electricity
- 2 complimentary event registrations
 (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop











Dessert Break Sponsor

\$5,000

Host the premier conference break on Monday after the Opening General Session, a unique opportunity to network with attendees and taste the sweet success of new connections.

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Opportunity to curate session content and/or serve as moderator during session
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Company logo on Dessert Break signage
- Logo on digital loop presentation during conference breaks

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape, and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop











Media Sponsor

\$5,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo on digital loop presentation during conference breaks

- Exhibit space with 6' skirted table and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop





Student Conference Sponsor

\$5,000

Help to underwrite student registration costs and provide an opportunity for tourism & hospitality students to network and participate in educational content.

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Opportunity to curate session content and/or serve as moderator during session
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Company logo on Student Conference signage
- Logo on digital loop presentation during conference breaks

- Exhibit space with 6' skirted table and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop











Digital Content Workshop Sponsor

\$4,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Company logo on Digital Content Workshop signage
- Logo on digital loop presentation during conference breaks

- Exhibit space with 6' skirted table and free electricity
- 2 complimentary event registrations
 (15% discount for additional participants)
- 2 complimentary tickets to Digital Content Workshop



Conference Key Card Sponsor

\$4,000

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company logo on hotel key cards (co-branded)*
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo on digital loop presentation during conference breaks

- Exhibit space with 6' skirted table and free electricity
- 2 complimentary event registrations
 (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop



^{*}Hotel Key Cards for Primary Conference Hotel only

Newcomers Welcome

\$3,500

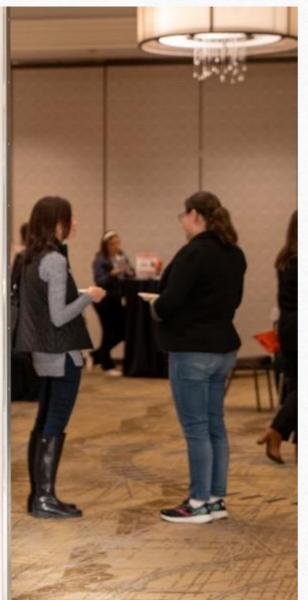
Promotional Benefits

- Company name and logo, with link to company website, on VA1 website, emails and mobile app
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Company logo on Newcomers Welcome event signage
- Logo on digital loop presentation during conference breaks

- Exhibit space with 6' skirted table and free electricity
- 1 complimentary event registration
 (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop











Break Sponsor

\$3,500

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company logo on hotel key cards (co-branded)
- Company name and logo in print on the VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information
- Logo on digital loop presentation during conference breaks
- Logo placement on break signage

- Exhibit space with 6' skirted table and free electricity
- 2 complimentary event registrations (15% discount for additional participants)
- 1 complimentary ticket to Digital Content Workshop











Other Opportunities

SUPPORTING SPONSOR

— \$2,500 —

BEVERAGE SPONSOR

— \$2,500 —

ENTERTAINMENT SPONSOR

— \$2,500 —

Promotional Benefits

- Company name and logo, with link to company website, on VAI website, emails and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Conference attendee list prior to the start of the conference

- · Exhibit space with 6' skirted table
- 1 complimentary event registration (15% discount on additional)











TENTATIVE CONFERENCE SCHEDULE

WEDNESDAY, NOVEMBER 13

Mid-Afternoon Registration

Exhibitor Move-In Newcomers Welcome

Evening Welcome Kickoff Event

THURSDAY, NOVEMBER 14

All Day Registration

Morning Exhibitor Move-In

Student Conference

Digital Content Workshop

10:30 am – 7:00 pm Exhibit Hall Open

11:45 am – 1:45 pm Opening General Session & Lunch

1:45 – 2:00 pm Dessert Break

2:00 – 3:00 pm Super Sessions

3:00 – 3:15 pm Networking Break

3:15 – 4:15 pm Super Sessions

4:30 – 5:30 pm General Session

5:30 – 6:30 pm Welcome Reception

9:00 - 11:30pm After Party

FRIDAY, NOVEMBER 15

12:00 - 2:15 pm

Morning Registration Exhibit Hall Open

7:15 – 8:00 am Continental Breakfast Buffet

8:00 – 9:30 am General Session

9:30 – 9:45 am Networking Break

9:45 – 10:45 am Super Sessions

10:45 – 11:00 am Networking Break

11:00 am – 12:00 pm Super Sessions

Closing Session & Lunch



























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