



2025 Sponsorship Opportunities

November 19 – 21, 2025 | Danville, Virginia

www.VA1TourismSummit.org

Presented by:



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



2024 Event Recap

— The Omni Homestead, Hot Springs, VA —



487

ATTENDEES



34

SPONSORS



33

EXHIBITORS



24

PRESENTATIONS

Notable Guest Speakers



Caren Merrick
Secretary of
Commerce & Trade



Hilina Ajakaiye
Meet Boston



Todd Brook
Managing Director,
Unchained



**Dr. Richard
Coughlan**
University of Richmond

2024 Event – Attendees

Conference attracts over 480 attendees including:

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

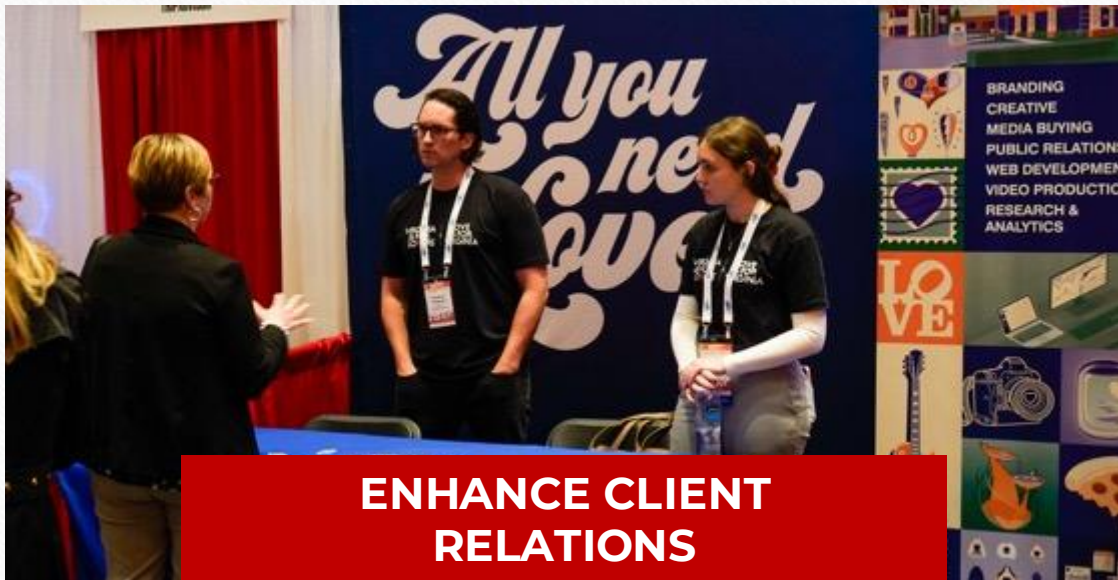




**NETWORK WITH DECISION
MAKERS**



**INCREASE BRAND
AWARENESS**



**ENHANCE CLIENT
RELATIONS**



**SUPPORT VIRGINIA'S
TOURISM + TRAVEL INDUSTRY**

2025 VAI VENUE:

Caesars Virginia

Danville, VA

Wednesday, November 19th – Friday, November 21st



Presenting Sponsor

\$25,000

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
- Logo placement in print advertising, with sponsorship commitment by August 1
- Opportunity for banner ads, provided by sponsor, on VA1 mobile app home screen and in VA1 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 – provided 1 business day prior to Conference
- On-stage acknowledgement during a VA1 General Session
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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)
- 4 complimentary tickets to Welcome Kickoff Reception
- 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 VAI 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 – provided 1 business day prior to Conference
- Logo placement on Opening Session signage
- On-stage acknowledgement during Opening Session
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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)
- 4 complimentary tickets to Welcome Kickoff Reception
- 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





SOLD

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 VAI 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 – provided 1 business day prior to Conference
- On-stage acknowledgement during a VAI General Session
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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)
- 2 complimentary tickets to Welcome Kickoff Reception
- 2 complimentary tickets to Digital Content Workshop
- 4-minute presentation and/or promotional video at Opening Session
- Opportunity to introduce a keynote speaker



Platinum Sponsor

\$10,000

Promotional Benefits

- Company name and logo, with link to company 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 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 – provided 1 business day prior to Conference
- On-stage acknowledgement during a VAI General Session
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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)
- 2 complimentary tickets to Welcome Kickoff Reception
- 2 complimentary tickets to Digital Content Workshop
- 4-minute presentation and/or promotional video during a General Session based on agenda availability
- Opportunity to introduce a keynote speaker based on Conference agenda availability



Official Travel Sponsor

\$10,000

Promotional Benefits

- Company name and logo, with link to company website via a dedicated Travel Sponsor landing page, 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 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
- Conference attendee list with contact information – provided 1 business day prior to Conference
- On-stage acknowledgement during a VA1 General Session
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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)
- 2 complimentary tickets to Welcome Kickoff Reception
- 2 complimentary tickets to Digital Content Workshop
- 4-minute presentation and/or promotional video during a VA1 General Session based on availability
- Opportunity to introduce a keynote speaker



Welcome Reception 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 VAI 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 – provided 1 business day prior to Conference
- On-stage acknowledgement during a VAI General Session
- Logo placement on Welcome Reception signage
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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)
- 2 complimentary tickets to Welcome Kickoff Reception
- 2 complimentary tickets to Digital Content Workshop





Conference Shuttle 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 VAI 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 – provided 1 business day prior to Conference
- On-stage acknowledgement during a VAI General Session
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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)
- 2 complimentary tickets to Welcome Kickoff Reception
- 2 complimentary tickets to Digital Content Workshop



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 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
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Logo placement on Closing Session lunch signage
- On-stage acknowledgement during Closing Session
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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)
- 2 complimentary tickets to Welcome Kickoff Reception
- 2 complimentary tickets to Digital Content Workshop
- 4-minute presentation and/or promotional video during Closing Session based on availability
- 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 – provided 1 business day prior to Conference
- Logo placement on Taste of Virginia Reception signage
- On-stage acknowledgement to kickoff Taste of Virginia Reception
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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)
- 2 complimentary tickets to Welcome Kickoff Reception
- 2 complimentary tickets 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 VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Logo placement on Day 2 General Session signage
- On-stage acknowledgement during Day 2 General Session
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- Exhibit space (8' x 10') in a prime location with 6' skirted table, standard pipe + drape, and free electricity
- 3 complimentary event registrations (15% discount for additional participants)
- 2 complimentary tickets to Welcome Kickoff Reception
- 2 complimentary tickets to Digital Content Workshop
- Opportunity to provide a 3-minute presentation during the Conference based on agenda availability

Gold Sponsor

\$7,500

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 VA1 program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape, and free electricity
- 3 complimentary event registrations (15% discount for additional participants)
- 2 complimentary tickets to Welcome Kickoff Reception
- 2 complimentary tickets to Digital Content Workshop
- Opportunity to provide a 3-minute presentation during the Conference based on agenda availability

SOLD

Registration Sponsor

\$5,000

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 ad, provided by sponsor, in VA1 attendee confirmation email with link to company website
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Company logo on registration signage and attendee lanyards
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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 Digital Content Workshop
- 2 complimentary tickets to Welcome Kickoff Reception



Super Session Sponsor

\$5,000

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 to curate session content and/or serve as moderator during session. Content must be approved by the VA1 Programming Committee in advance of sponsorship invoicing.
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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 Digital Content Workshop
- 2 complimentary tickets to Welcome Kickoff Reception



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 VA1 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 – provided 1 business day prior to Conference
- Company logo on Dessert Break signage
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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 Digital Content Workshop
- 2 complimentary tickets to Welcome Kickoff Reception





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 VAI program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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 Digital Content Workshop
- 2 complimentary tickets to Welcome Kickoff Reception

RIDING NEW WAVES OF TOURISM
2022 VAI GOVERNOR'S TOURISM SUMMIT
NOVEMBER 13-15, 2022 | HILTON NORFOLK THE MAIN | NORFOLK, VIRGINIA

Join us for the 2022 VAI Governor's Tourism Summit to network with colleagues and industry experts, attend presentations and panel discussions, and celebrate travel in Virginia. Planning is underway for an excellent slate of compelling speakers, sessions, and activities.

JUST A FEW OF OUR KEY NOTE SPEAKERS

Neville Bhaia President and CEO of Applied Strategies and Principles	Chris Chiames Chief Communications Officer, Carnival Cruise Line	Stephanie Stuckey CEO of Stockley's	Jon Schallert Creator of 14-step "Destination Business" process
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PRESENTED BY

VIRGINIA GOVERNMENT TOURISM BOARD, VADMO, VIRGINIA IS FOR LOVERS

MAJOR SPONSORS

West Norfolk, LEISURE MEDIA 360, DESTINATION MARKETING, Sunj, VENTURE PARTNERS, virginia

VAI GOVERNOR'S TOURISM SUMMIT Join us to celebrate travel in Virginia vaiftourismsummit.org

VAI GOVERNOR'S TOURISM SUMMIT

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 VA1 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 – provided 1 business day prior to Conference
- Company logo on Student Conference signage
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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 Digital Content Workshop
- 2 complimentary tickets to Welcome Kickoff Reception
- Opportunity to curate session content and/or serve as moderator during session





Digital Content Workshop Sponsor

SOLD

\$5,000

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
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Company logo on Digital Content Workshop signage
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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 Digital Content Workshop
- 2 complimentary tickets to Welcome Kickoff Reception

Silver Sponsor

\$5,000

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
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- 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 Digital Content Workshop
- 2 complimentary tickets to Welcome Kickoff Reception

SOLD

Conference Key Card Sponsor

\$5,000

Promotional Benefits

- Company name and logo, with link to company website, on VA1 website, emails and mobile app
- Company logo on hotel key cards (co-branded)*
- 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 – provided 1 business day prior to Conference
- Logo on digital sponsorship loop during General Sessions & break

*Hotel Key Cards for Primary Conference Hotel only

On-Site Amenities & Engagement

- 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 Digital Content Workshop
- 2 complimentary tickets to Welcome Kickoff Reception

Break Sponsor

\$4,000

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
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Logo on digital sponsorship loop during General Sessions & break
- Logo placement on break signage

On-Site Amenities & Engagement

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



Departure Break Sponsor

\$4,000

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
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Logo on digital sponsorship loop during General Sessions & break
- Logo placement on break signage

On-Site Amenities & Engagement

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

SOLD

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 VA1 program and sponsorship signage at the event
- Social media post (content and link provided by sponsor)
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Company logo on Newcomers Welcome event signage
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape, and free electricity
- 1 complimentary event registration (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 VAI program and sponsorship signage at the event
- Conference attendee list with contact information – provided 1 business day prior to Conference
- Logo on digital sponsorship loop during General Sessions & break

On-Site Amenities & Engagement

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape – electricity is an additional cost
- 1 complimentary event registration (15% discount on additional)

SOLD



Conference Exhibitor

\$1,500

**VRLTA / VADMO
MEMBER**

\$1,800

NONMEMBER

Promotional Benefits

- Company name and logo, with link to company website, on VA1 website and mobile app
- Company name and logo in print on the VA1 program and sponsorship signage at the event
- Conference attendee list with contact information – provided 1 business day prior to Conference

On-Site Amenities & Engagement

- Exhibit space (8' x 10') with 6' skirted table, standard pipe + drape – electricity is an additional cost
- 1 complimentary event registration (15% discount for additional participants)

TENTATIVE CONFERENCE SCHEDULE

WEDNESDAY, NOVEMBER 19

Mid-Afternoon
 Registration
 Exhibitor Move-In
 Newcomers Welcome

Evening
 Welcome Kickoff Reception

THURSDAY, NOVEMBER 20

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 21

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

12:00 – 2:15 pm
 Closing Session & Lunch





Contact Us Today:

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