



2025 Sponsorship Opportunities

November 19 – 21, 2025 | Danville, Virginia

www.VA1TourismSummit.org

Presented by:



VAl 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

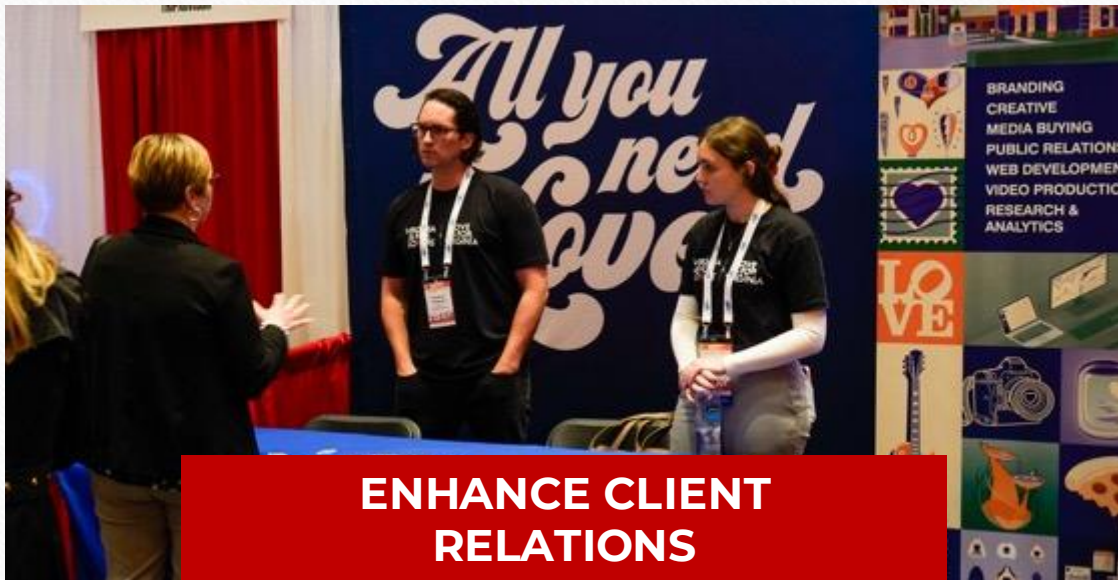




**NETWORK WITH DECISION
MAKERS**



**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 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
- 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







Host City Sponsor

\$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
- 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 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 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 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 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 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





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 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



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





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)



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 —

SOLD

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)



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

2:00 – 7:00 pm	Registration Exhibitor Move-In
4:00-5:00 pm	Newcomers Welcome
6:30 – 8:30 pm	Welcome Kickoff Reception

THURSDAY, NOVEMBER 20

7:00 – 7:00 pm	Registration
7:00 – 10:00 am	Exhibitor Move-In
9:00 – 10:30 am	Student Conference
9:00 – 11:00 am	Digital Content Workshop
10:30 am – 7:00 pm	Exhibit Hall Open
11:45 am – 2:00 pm	Opening General Session & Lunch
2:00 – 2:15 pm	Dessert Break
2:15 – 3:15 pm	Super Sessions
3:15 – 3:45 pm	Networking Break
3:45 – 4:45 pm	Super Sessions
4:45 – 5:45 pm	General Session
5:45 – 7:00 pm	Welcome Reception
9:00 - 11:30pm	After Party

FRIDAY, NOVEMBER 21

7:00 – 1:00 pm	Registration
7:00 – 2:00 pm	Exhibit Hall Open
7:15 – 8:00 am	Continental Breakfast Buffet
8:00 – 9:30 am	General Session
9:30 – 10:00 am	Networking Break
10:00 – 11:00 am	Super Sessions
11:00 – 11:30 am	Networking Break
11:30 am – 12:30 pm	Super Sessions
12:30 – 2:00 pm	Closing Session & Lunch



Contact Us Today:

Brittany Wojdyla

Vice President of Membership & Business
Development
Cell: 912-506-9004
brittany@vrlta.org

Virginia Restaurant Lodging & Travel Association
5101 Monument Avenue, Suite 206 Richmond,
Virginia 23230

Phone: 804-288-3065 | Fax: 804-285-3093
info@vrlta.org | www.VRLTA.org

