



## 2025 Sponsorship Opportunities

November 19 – 21, 2025 | Danville, Virginia

[www.VA1TourismSummit.org](http://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



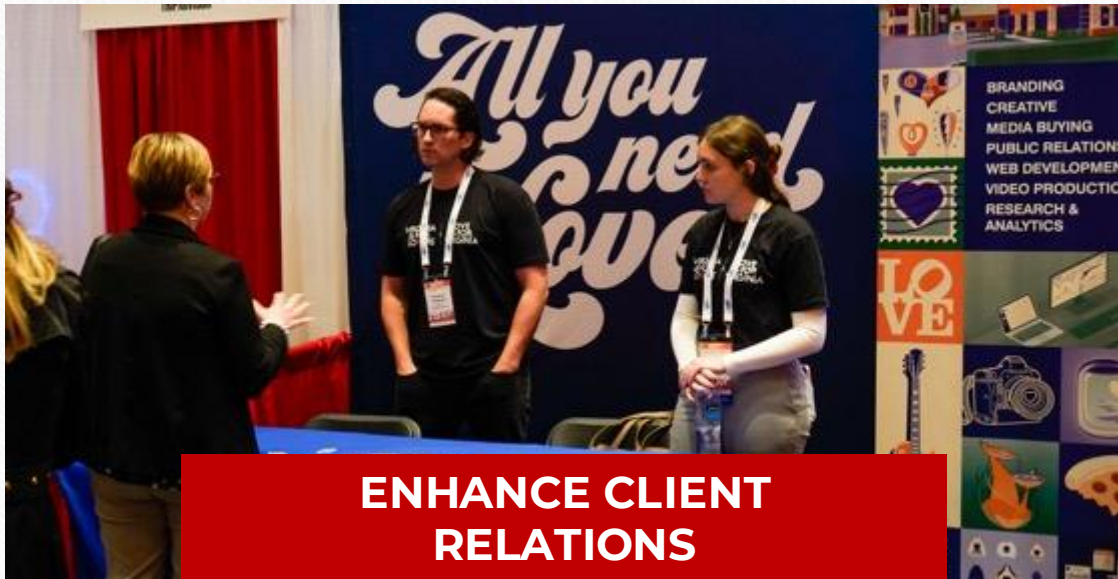




**NETWORK WITH DECISION  
MAKERS**



**INCREASE BRAND  
AWARENESS**



**ENHANCE CLIENT  
RELATIONS**



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



# 2025 VAI VENUE:

## Caesars Virginia

Danville, VA

Wednesday, November 19<sup>th</sup> – Friday, November 21<sup>st</sup>





# 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 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
- 4-minute presentation and/or promotional video during a VAI 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 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 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





**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)





# 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 —

**SOLD**

**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:

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