



## 2026 Sponsorship Opportunities

November 18 – 20, 2026 | Spotsylvania, 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



# 2025 Event Recap

— Caesars Virginia, Danville, VA —



500+

ATTENDEES



32

SPONSORS



45

EXHIBITORS



27

PRESENTATIONS



# Notable Guest Speakers



**Josiah Brown**  
New York Sherpa



**Melissa Majors**  
Melissa Majors  
Consulting



**Janette Roush**  
Brand USA



**Jon Schallert**  
The Schallert Group



# 2025 Event: Attendees

**Over 500** attendees included:

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





# Tourism Gives Back Initiative

- The VAI Governor's Tourism Summit partners with local nonprofit organizations each year, and our partner for the 2025 conference was God's Storehouse.
- God's Storehouse is a nonprofit serving Danville and Pittsylvania County. It gathers surplus food, delivers it to families and individuals facing food insecurity, offers programs such as an urban farm and backpack distribution, and aims to connect people with additional support within the community. In 2024 alone, it distributed over two million pounds of food and leveraged over 20,000 volunteer hours to reach those in need.
- This year VAI attendees donated over \$2500k+ monetarily & over 300+ non-perishable items to deserving families.







**NETWORK WITH DECISION  
MAKERS**



**INCREASE BRAND  
AWARENESS**



**ENHANCE CLIENT  
RELATIONS**



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





# 2026 VAI VENUE:

**Kalahari Resorts and Conventions - Spotsylvania**

Spotsylvania, VA

Wednesday, November 18th - Friday, November 20th



# 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 reserved 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 reserved 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 reserved 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 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 reserved 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 reserved 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 reserved 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 reserved 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 reserved 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 reserved 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 reserved 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 Welcome Kickoff Reception
- 2 reserved tickets 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 – 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 Welcome Kickoff Reception
- 2 reserved tickets to Digital Content Workshop

**Super Session sponsorships must be approved by our Programming Committee prior to sponsorship invoicing. Final presentations must be shared no later than 30 business days prior to the Conference for final approval. Content should be relevant to the target audience & provide tangible takeaways for attendees. We ask that you refrain from political, religious, violent, or criminal references unless otherwise approved by the Programming Committee.**









# 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 Welcome Kickoff Reception
- 2 reserved tickets to Digital Content Workshop









# 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 Welcome Kickoff Reception
- 2 reserved tickets to Digital Content Workshop



**ALL IN ON  
TOURISM**

**NOVEMBER 19-21, 2025**  
**CAESARS VIRGINIA - DANVILLE, VA**

We're going **All In On Tourism** at the 2025 VA1 Governor's Tourism Summit, taking place at Caesars Virginia in Danville. Get ready to hear from some of the brightest minds shaping the future of travel and tourism. With inspiring keynote speakers and insightful breakout sessions, this is the can't-miss conference for anyone shaping Virginia's tourism future.

**REGISTER TODAY!**

**VA1TOURISMSUMMIT.ORG**



# 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 Welcome Kickoff Reception
- 2 reserved tickets to Digital Content Workshop
- 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 Welcome Kickoff Reception
- 2 reserved tickets to Digital Content Workshop



# Silver 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 Welcome Kickoff Reception
- 2 reserved tickets to Digital Content Workshop



# 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 Welcome Kickoff Reception
- 2 reserved tickets to Digital Content Workshop





# Break Sponsor

**\$4,000**

## 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
- 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 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
- 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 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
- 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 reserved ticket to Digital Content Workshop







# Other Opportunities

**SUPPORTING SPONSOR**  
— \$3,000 —

**BEVERAGE SPONSOR**  
— \$3,000 —

**ENTERTAINMENT SPONSOR**  
— \$3,000 —

## 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
- 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

**\$1,700**

**VRLTA / VADMO  
MEMBER**

**\$2,000**

**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)



# 2026 Tentative Conference Schedule

## DAY 1

Mid-Afternoon

Registration  
Exhibitor Move-In  
Newcomers Welcome

Evening

Welcome Kickoff Event

## DAY 2

All Day

Registration

Morning

Exhibitor Move-In  
Student Conference  
Digital Content Workshop  
Preconference Workshop Sessions

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

## DAY 3

Morning

Registration  
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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