



**GOVERNOR'S
TOURISM
SUMMIT**

2026 Sponsorship Opportunities

November 18 – 20, 2026 | Spotsylvania, 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



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

SOLD

\$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 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



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 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 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 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 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 reserved 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 reserved tickets to Digital Content Workshop





Closing General Session/Lunch

\$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
- 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



SOLD

Registration Sponsor

\$5,000

Promotional Benefits

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



**ALL IN ON
TOURISM**

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

We're going *All In On Tourism* at the 2025 VAI 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!

VAITOURISMSUMMIT.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 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 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





A group of people in business attire are networking and talking. A woman in a black blazer is smiling and talking to a man in a dark suit. Another woman in a black blazer is looking at her phone.

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)

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 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 VAI website 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

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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