



VA GOVERNOR'S CONFERENCE ON AGING



VIRGINIA DEPARTMENT FOR AGING
AND REHABILITATIVE SERVICES

DR. THELMA BLAND WATSON
LEGACY SPONSOR



PRESENTING SPONSOR



Actions Speak Louder

TITLE SPONSOR



2023 Sponsorship Opportunities

MAY 8-10, 2023

RICHMOND MARRIOTT DOWNTOWN | RICHMOND, VIRGINIA

www.vgcaging.com

Why Sponsor?

- Join over 450-500 aging advocates for two days in Richmond
- Conference attendees are diverse , including state and community leaders, academia, members of the public and private sector, employed in healthcare and social services, housing and transportation, and a vested interest in the future of aging in the Commonwealth
- Repeated brand visibility in electronic mailings, social media, and website
- Opportunities to engage in our ongoing webinar series
- Endorsement as a partner of the VGCOA brand
- And so much more! Just ask past partners!



www.vgcaging.com

Learn more about VGCOA 2023 or sponsorship opportunities online!

Shaping the Future of Aging in Virginia: Informed. Inclusive. Innovative.

Virginia's population is becoming older and more diverse. Today there are nearly 1.5 million adults in the Commonwealth aged 60 and over, and this population will expand to more than 2 million by 2030 when the baby boom generation will be between 66 and 84 years old. Virginia's aging population is living longer due to the advances in health care; older Virginians with chronic conditions will need assistance longer while contributing as valuable resources, bringing knowledge to the work force and wisdom to communities.

As Virginia shapes its future as one of the best states to live in and do business, it also has leaders striving to create a leadership culture for caregivers and individuals aging in their communities. Being a great place to live encompasses valuing seniors.

This conference will explore the spectrum of aging services in Virginia, providing a forum for discussion about what is currently happening, how we responded over the past two years, and what we see on the horizon. Join all who see themselves as aging advocates for a two-day conference in Richmond that will yield recommendations to policy makers and create a vision for the future of aging in Virginia.

"Shaping the Future of Aging in Virginia: Informed. Inclusive. Innovative." will focus on engaging presenters and attendees from across the Commonwealth and beyond in main focus areas:

Informed Virginia - What are organizations currently doing to successfully support aging Virginians and their networks. How do those foundations set the pace for what comes next?

Inclusive Virginia - What does inclusion across the aging spectrum mean in Virginia? How do we ensure ageism is defied?

Innovative Virginia - Over the past two years, organizations, public and private, have had to be creative and innovative to support this growing older population. What are the lessons we have learned that we are taking forward? What successes can be replicated as we strengthen the supports needed to continue building a strong aging network in Virginia?

	<small>Actions Speak Louder</small> Presenting \$20,000	Title \$15,000	Platinum \$10,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Exclusive with event billing logo and language	SOLD!	SOLD!				
Conference registrations	6	6	5	3	2	1
Complimentary hotel room	✓	✓				
Two Minute Podium Presentation During VGCOA 2023 General Session	✓	✓	✓			
Company highlight at the Podium during VGCOA 2023 General Session				✓	✓	
Logo on all Conference Session Welcome Screens	✓	✓	✓	Shared Slide	Shared Slide	Shared Slide
Logo featured in all pre-conference communications	✓	✓	✓			
Recognition & logo placement on conference materials	Prominent	Prominent	Prominent	Shared	Shared	Name
Logo on VGCOA website	✓	✓	✓	✓	✓	Name
Social media promotion	✓	✓	✓	✓	Shared	Name
Option to include promo item in attendee swag bag	✓	✓	✓	✓	✓	✓
Banner ad in VGCOA Conference mobile app	✓	✓	✓	✓	✓	
Promoted post on VGCOA social wall	✓	✓	✓	✓	Shared	
Exhibit booth	✓	✓	✓	✓	\$150 discount	
First Right of refusal	✓	✓	✓			

All sponsors who invest a minimum of \$400 dollars will receive a conference attendee roster for VGCOA 2023

Exclusive Sponsorship Opportunities



All sponsor opportunities below are exclusive unless noted otherwise.

All exclusive sponsorships include the following recognition,

- Logo placement on all print & online conference communications specific to the sponsorship, VGCOA website, appropriate conference signage & screens, and in the conference app
- Social Media recognition specific to exclusive sponsorship
- Opportunity to include promotional item in conference registration bag
- Banner ad in conference mobile app
- Sponsored push notification in conference app
- Sponsored post on the VGCOA Social Wall
- First right of refusal for the next VGCOA

Keynote | \$10,000

- Two (2) complimentary conference registrations
- Two minute opening remarks

Lunch | \$8,500

- Two (2) complimentary conference registrations
- Two minute opening remarks

Exhibit Hall Sponsor | \$4,500

- One (1) complimentary conference registration
- Exhibit booth

Reception | \$10,000 **SOLD!**

- Two (2) complimentary conference registrations
- Two minute opening remarks

Mobile App | \$5,000

- One (1) complimentary conference registrations
- Prominent logo placement on mobile app splash screen

Networking Break | \$2,500 (Two Available) **SOLD!**

- One (1) complimentary conference registration or exhibit booth



See & Be Seen! | Sponsor Engagement Opportunities

Exhibit Booth | \$400

- Standard exhibit booth
- 50% on one (1) conference registration
- Opportunity to include promotional item in conference registration bag

Advertising in conference mobile app

- **Scavenger hunt & prize sponsor** | \$500
- **Social wall sponsor and promoted post** | \$500
- **Conference app banner ad** (640 x 150 px) | \$200
- **Sponsored push notification** (140 character post of your choice) | \$100
- **Ad bundle:** promoted post on social wall, banner ad, push notification and one (1) dedicated social media promotion prior to conference | \$350

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YES!

I will be a sponsor for the 2023 Virginia Governor's Conference on Aging!

SOLD!

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presenting	Title	Platinum	Gold	Silver	Bronze
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keynote	Reception	Lunch	Mobile App	Exhibitor Hall	Networking Break
<input type="checkbox"/>	<input type="checkbox"/>				
Exhibitor	Ad in Mobile App - Please note which one & cost				

Total Sponsorship Amount: \$ _____

Company Name _____

Contact Name _____

Address _____

City/State/Zip _____

Telephone _____

Email _____



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MAY 8-9, 2023

RICHMOND MARRIOTT DOWNTOWN | RICHMOND, VIRGINIA

PRESENTED BY



DEPARTMENT FOR AGING
AND REHABILITATIVE SERVICES



Virginia Association of Area Agencies on Aging



Actions Speak Louder



MAKE CHECKS PAYABLE TO:

Virginia Association of Area Agencies
on Aging

MEMO: VGCOA 2023

SEND FORM ELECTRONICALLY TO:

Martina@vgcoa.com

MAIL FORM AND PAYMENT TO:

Virginia Assoc. of Area on Aging

Attn: VGCOA 2023

PO Box 636

Richmond, Va 23218

Payment maybe made by ACH transfer or credit card payment (subject to a 3.5% processing fee).

Submit this for and request follow up from martina@vgcoa.com for these payment methods.

Learn more about VGCOA 2023 or sponsorship opportunities online!

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