



# REVOLUTIONIZING AGING: BRIDGING PAST RESILIENCE WITH FUTURE INNOVATION

PRESENTED BY:

TITLE SPONSOR

PRESENTING SPONSOR



## 2025 Sponsorship Opportunities



MAY 19-20, 2025  
WILLIAMSBURG LODGE | WILLIAMSBURG, VIRGINIA

[www.vgcaging.com](http://www.vgcaging.com)

## Why Sponsor?

- **Join over 450-500 aging advocates for two days in Williamsburg**
- **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!**

**May 19-20, 2025 | Williamsburg Lodge**

In 2023, close to 500 attendees from across the Commonwealth convened in Richmond for two days. They attended over 30 sessions that addressed a more Informed, Inclusive, and Innovative Aging Network.

**In 2025, Revolutionizing Aging: Bridging Past Resilience with Future Innovation**, will capture the essence of honoring historical resilience in aging while looking forward to innovative solutions that can enhance the lives of older adults throughout the Commonwealth. The 2025 program will incite discussion, engagement and creativity in aging services, promoting inclusivity, innovation, and support across Virginia.

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.

Join all who see themselves as aging advocates for a two-day conference in Williamsburg that will yield recommendations to policy makers and create a vision for the future of aging in Virginia.

***Join us in Williamsburg!***

**[www.vgcaging.com](http://www.vgcaging.com)**

*Learn more about VGCOA 2025 or sponsorship opportunities online!*



# Sponsorship Investments & Benefits

[www.vgcaging.com](http://www.vgcaging.com)



	<b>Presenting \$25,000</b>	<b>Diamond \$15,000</b>	<b>Platinum \$10,000</b>	<b>Gold \$5,000</b>	<b>Silver \$2,500</b>	<b>Bronze \$1,000</b>
Exclusive with event billing logo and language	✓	✓				
Conference registrations	6	6	5	3	2	1
Complimentary hotel room	✓	✓				
Two Minute Podium Presentation During VGCOA 2025 General Session	✓	✓	✓			
Company highlight at the Podium during VGCOA 2025 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	✓	✓	✓	✓	✓	
Customized In-App push notification to all attendees	✓	✓	✓	✓		
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 2025

# 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
- 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 | \$5,000



- One (1) complimentary conference registration
- Exhibit booth

## Reception | \$10,000

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

## Mobile App | \$5,500

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

## Networking Break or Registration | \$2,500 (Limited Availability)

- One (1) complimentary conference registration or exhibit booth

## See & Be Seen! | Sponsor Engagement Opportunities

### Exhibit Booth | \$400

**EXHIBIT SPACE ONLY  
AVAILABLE WITH TOP  
TIER INVESTMENTS**

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

### We Are the Future - Student Scholarship | \$450

- Support the registration of one (1) student attendee at the conference.
- Name recognition on conference website, welcome screens, social media recognition and

### Leave Your Mark! Co-branding opportunities!

- Hotel Key Card Sponsor | \$2,000
- Conference Attendee Lanyard Sponsor
- Wifi Sponsor
- Attendee Swag Sponsor | \$ Varied
- In-app Advertising and Customized Push notifications

Contact staff for options and pricing details - [gillian@vgcoa.com](mailto:gillian@vgcoa.com)

All sponsors who invest a minimum of \$400 dollars will receive a conference attendee roster for VGCOA 2025



# YES!

## *I will be a sponsor for the 2025 Virginia Governor's Conference on Aging!*



**SOLD**

Presenting

☐

Diamond

☐

Platinum

☐

Gold

☐

Silver

☐

Bronze

☐

Keynote

☐

Reception

☐

Lunch

☐

Mobile App



Exhibitor Hall

☐

Networking Break



Exhibitor

☒

Watson Scholarship &  
VGCOA recognition bundle

☐

Branded or Attendee Swag - please list

**Total Sponsorship Amount: \$** \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_



PRESENTED BY



VIRGINIA DEPARTMENT FOR AGING  
AND REHABILITATIVE SERVICES  
DIVISION FOR AGING SERVICES



Virginia Association of Area Agencies on Aging

### **MAKE CHECKS PAYABLE TO:**

Virginia Association of Area Agencies  
on Aging

MEMO: VGCOA 2025

### **SEND FORM ELECTRONICALLY TO:**

Martina@vgcoa.com

### **MAIL FORM AND PAYMENT TO:**

Virginia Assoc. of Area on Aging

Attn: VGCOA 2025

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](mailto:martina@vgcoa.com) for these payment methods.

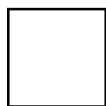
**Learn more about VGCOA 2025 or sponsorship opportunities online!**

**[www.vgcaging.com](http://www.vgcaging.com)**

# YES!

## \$500

**\$250 Supports VGCOA**  
**\$250 Supports the**  
**Scholarship Fund**



**\$500**



\$

I would like to contribute an additional amount to the Scholarship Fund.

Total Sponsorship Amount: \$ \_\_\_\_\_

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

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](mailto:martina@vgcoa.com) for these payment methods.

**For more Information about the Scholarship Fund please contact, Eldon James [eldon@vaaaa.com](mailto:eldon@vaaaa.com)**

**[www.vgcaging.com](http://www.vgcaging.com)**

## **I will support the Dr. Thelma Bland Watson Scholarship Fund**

*Dr. Watson was a champion of VGCOA and an advocate for older adults and caregivers across the Commonwealth. Your sponsorship supports the Conference & and the Scholarship Fund.*

*We thank you for your support!*

- Recognition at the Tuesday, May 20, VGCOA Lunch Session
- Agency name and logo listed on the VGCOA Website as a Scholarship Fund supporter
- Agency name and logo listed on the V4A Website as a Scholarship Fund supporter
- Recognition in the VGCOA Conference App
- Agency name and logo listed on appropriate Conference signage
- An opportunity to include a branded item in the attendee swag bag



### **MAKE CHECKS PAYABLE TO:**

Virginia Association of Area  
Agencies on Aging  
MEMO: VGCOA 2025

### **SEND FORM ELECTRONICALLY TO:**

[Martina@vgcoa.com](mailto:Martina@vgcoa.com)

### **MAIL FORM AND PAYMENT TO:**

Virginia Assoc. of Area on Aging  
Attn: VGCOA 2025  
PO Box 636  
Richmond, Va 23218