

WILD ABOUT AGING WELL

2027 Sponsorship Opportunities

OCTOBER 4-5, 2027

KALAHARI RESORT | SPOTSYLVANIA, VIRGINIA

IN PARTNERSHIP WITH:

DARS | Virginia Department for Aging and Rehabilitative Services
DIVISION FOR AGING SERVICES

VAAAA
Virginia Association of Area Agencies on Aging

www.vgcaging.com

Why Sponsor?

- **Join 500+ aging services professionals and advocates for two days at Kalahari Resort**
- **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 monthly webinar series, reaching close to 5,000 subscribers**
- **Endorsement as a partner of the VGCOA brand**
- **And so much more! Just ask past partners!**

October 4-5, 2027 | Kalahari Resort

In 2025, close to 500 attendees from across the Commonwealth convened in Williamsburg for two days to explore Revolutionizing Aging: Bridging Past Resilience with Future Innovation.

In 2027, Wild About Aging Well, is more than a theme. It's a charge to challenge the frameworks that no longer serve us, invest in the innovations that will, and build an aging services ecosystem as dynamic as the population it supports. VGCOA is a working conference where decisions get made and relationships get built.

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 means valuing older adults.

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

Join us in Spotsylvania!

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Learn more about VGCOA 2027 or sponsorship opportunities online!

Sponsorship Investments & Benefits

www.vgcaging.com

	Signature $25,000	Diamond $15,000	Platinum $10,000	Gold $5,000	Silver $2,500	Bronze $1,000
Tier exclusive options with top-tier recognition	✔	✔				
Conference registrations	6	6	5	3	2	1
Complimentary hotel room	✔	✔				
Two Minute Podium Presentation During VGCOA 2027 General Session	✔	✔	✔			
Company highlight at the Podium during VGCOA 2027 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 2027

Signature Sponsor | $25,000

- Exhibit booth with location selection
- Six (6) complimentary conference registrations + reserved seating in general session room
- One complimentary overnight hotel room for the evening before the conference
- Brief speaking opportunity at opening plenary session
- VIP networking opportunities (exclusive to this sponsor tier)
- Opportunity to collaborate on preferred engagement activation (exclusive to this sponsor tier)
- Opportunity to design and present one breakout session
- Opportunity for a representative to participate on the VGCOA Steering Committee
- Prominent logo placement on all print & online conference communications, promotions and signage, and on conference mobile app splash screen
- Company listed in press releases and other written conference communications
- Opportunity to include promotional item in conference registration bag
- Banner ad in conference mobile app
- Customize in-app push notification to all conference attendees
- VGCOA Attendee list, both pre and post-conference
- First right of refusal for the next VGCOA in 2029

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Learn more about VGCOA 2027 or sponsorship opportunities online!

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 registration
- 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

- 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, and social media

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 - martina@vgcoa.com

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YES!

I will be a sponsor for the 2027 Virginia Governor's Conference on Aging!



IN PARTNERSHIP WITH

DARS Virginia Department for Aging and Rehabilitative Services
DIVISION FOR AGING SERVICES

VAAAA Virginia Association of Area Agencies on Aging

- ☐ Signature
- ☐ 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 _____

MAKE CHECKS PAYABLE TO:

Virginia Association of Area Agencies on Aging

MEMO: VGCOA 2027

SEND FORM ELECTRONICALLY TO:

Martina@vgcoa.com

MAIL FORM AND PAYMENT TO:

Virginia Assoc. of AAAs
Attn: VGCOA 2027
PO Box 636
Richmond, Va 23218

Payment may be made by ACH transfer or credit card payment (subject to a 3.5% processing fee).
Submit this form and request follow up from martina@vgcoa.com for these payment methods.

Learn more about VGCOA 2027 or sponsorship opportunities online!

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YES!

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!

$500

$250 Supports VGCOA
$250 Supports the Scholarship Fund

- **Recognition at the VGCOA 2027 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**



☐ **$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 may be made by ACH transfer or credit card payment (subject to a 3.5% processing fee). Submit this form and request follow up from martina@vgcoa.com for these payment methods.

For more Information about the Scholarship Fund please contact, Eldon James eldon@vaaaa.com

MAKE CHECKS PAYABLE TO:
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MEMO: VGCOA 2027

SEND FORM ELECTRONICALLY TO:
Martina@vgcoa.com

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Attn: VGCOA 2027
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