



2019 Virginia Chapter IPMA-HR Sponsorship Opportunities

For the first time ever, the Virginia Chapter IPMA-HR is pleased to offer sponsorship opportunities on an **annual basis** or an **event basis**. Choose what works best for you and your organization!

Option 1 – Annual Sponsorship

Annual Sponsorships include the following:

Platinum Sponsorship: \$10,000

Recognition as a Platinum sponsor at all Virginia Chapter IPMA-HR events for 2019
Introduction of Keynote speaker and recognition as keynote sponsor in all materials
Recognition as Host of a Social Event, Reception or Dinner
Breakout speaking engagement (Conference Speaker Agreement form required)
Exhibit booth
Three (3) conference registrations, includes meals and social activities
Full-page color advertisement in Spring Conference program book
Access to the attendee list and mailing information (pre- and post-conference)
Logo on Virginia Chapter IPMA-HR website

Gold Sponsorship: \$7,500

Recognition as a Gold sponsor at all Virginia Chapter IPMA-HR events for 2019
Recognition as host for a specific meal break (breakfast or lunch)
Invited to speak during Sponsor Spotlight
Exhibit booth
Two (2) conference registrations, includes meals and social activities
Half-page advertisement in conference program book
Access to the attendee list and mailing information (pre- and post-conference)
Logo on Virginia Chapter IPMA-HR website

Silver Sponsorship: \$6,000

Recognition as a Silver sponsor at all Virginia Chapter IPMA-HR events for 2019
Recognition as host for a specific refreshment break
Exhibit booth
One (1) conference registration, includes meals and social activities
Acknowledgement in conference program book
Access to the attendee list and mailing information (pre- and post-conference)
Logo on Virginia Chapter IPMA-HR website

Website Only: \$3,000

Logo on Virginia Chapter IPMA-HR website for the entire year

Option 2 – Event Sponsorship

Event Sponsorships include the following:

2019 Spring Conference

March 10 – 13, 2019

Newport News Marriott at City Center

Platinum Sponsorship: \$7,500

Recognition as a Platinum sponsor on all materials
Recognition as Host of a Social Event, Reception or Dinner
Breakout speaking engagement
Exhibit booth
Two (2) conference registrations, includes meals and social activities
Full-page color advertisement in Spring Conference program book
Access to the attendee list and mailing information

Gold Sponsorship: \$6,000

Recognition as a Gold sponsor on all materials
Recognition as host for a specific meal break (breakfast or lunch)
Invited to speak during Sponsor Spotlight
Exhibit booth
Two (2) conference registrations, includes meals and social activities
Half-page advertisement in conference program book
Access to the attendee list and mailing information

Silver Sponsorship: \$5,000

Recognition as a Silver sponsor on all materials
Recognition as host for a specific refreshment break
Exhibit booth
One (1) conference registration, includes meals and social activities
Acknowledgement in conference program book
Access to the attendee list and mailing information

Exhibitor Level: \$750

Exhibit booth
Free attendance at conference sessions; however, meals and social activities are extra
Acknowledgement in conference program book

Other Sponsorship Opportunities

Printing Sponsor Prints the comprehensive conference program and all applicable signage

Tote Bag Sponsor Provides a professional tote bag for all participants which includes both their company logo and the IPMA-VA logo

2019 HR Leadership Retreat

October 20 – 22, 2019

Charlottesville (location pending)

Platinum Sponsorship: \$3,500

Recognition as a Platinum sponsor on all materials
Recognition as Host of a Social Event, Reception or Dinner
Breakout speaking engagement
Exhibit booth
Two (2) conference registrations, includes meals and social activities
Access to the attendee list and mailing information

Gold Sponsorship: \$2,500

Recognition as a Gold sponsor on all materials
Recognition as host for a specific meal break (breakfast or lunch)
Invited to speak during Sponsor Spotlight
Exhibit booth
Two (2) conference registrations, includes meals and social activities
Access to the attendee list and mailing information

Silver Sponsorship: \$1,500

Recognition as a Silver sponsor on all materials
Recognition as host for a specific refreshment break
Exhibit booth
One (1) conference registration, includes meals and social activities
Access to the attendee list and mailing information

Exhibitor Level: \$500

Recognition as Exhibitor on all materials
Exhibit booth
Free attendance at conference sessions; however, meals and social activities are extra

Other Sponsorship Opportunities

Printing Sponsor Prints the comprehensive conference program and all applicable signage

Tote Bag Sponsor Provides a professional tote bag for all participants which includes both their company logo and the IPMA-VA logo

FAQs

Q: Why consider the annual sponsorship?

A: First, it's more cost effective if you typically sponsor both the Spring Conference and the Leadership Retreat. Second, it will give your company greater exposure, as the annual sponsorship includes your logo on our website, and we will include your company logo on regional events.

Q: Why are we offering both types of sponsorships?

A: We've heard from some previous sponsors that based on their budget, it's easier for them to request sponsorship funds once a year versus twice or more frequently. We're trying to make the sponsorship process easier for you!

Q: What is the "Website Only" sponsorship?

A: The Virginia Chapter IPMA-HR is updating and redesigning our website. As such, this sponsorship will not only help support the redesign effort, but provides an opportunity for us to showcase your company on our website for the entire year.

Q: If my company elects to continue sponsoring each event separately, and we elect to sponsor the Spring Conference, can we change our election to the annual sponsorship at a later date?

A: Yes, and we will pro-rate the difference in cost.

Q: What is the difference between the Spring Conference and the Leadership Retreat?

A: The Virginia Chapter IPMA-HR Spring Conference will attract HR professionals at all levels from across the state, including Maryland. This is an excellent opportunity to showcase your company's products and services with many attendees! The Leadership Retreat is only open to public sector HR leaders throughout Virginia who gather to discuss high-level challenges and solutions. These are the decision-makers you want to meet!

Q: Why should we sponsor an IPMA-HR event?

A:

- ❖ Reach numerous attendees in all areas of public sector (federal, state and local)
- ❖ Experience increased networking opportunities
- ❖ Host social and networking functions to increase your organization's visibility

As a sponsor, consider the following:

PROGRAM BOOK ADVERTISEMENT

Make a lasting impression when you advertise your organization in the conference program book. The program book is distributed to every conference attendee. (A full-page ad is included with all Platinum sponsorships, and a half-page ad is included with all Gold sponsorships.)

Full Page Ad, black & white - \$250

Half Page Ad, black & white - \$150

Inside Front Cover (full page ad, color) - \$350

Inside Back Cover (full page ad, color) - \$350

DONATIONS (GOODY BAG ITEMS)

This is an opportunity for local and regional organizations to donate promotional items to include in the "goody bags" provided to conference attendees. In the past, donations (for approximately 100 conference attendees) such as pens, sticky notes, key chains, candy, snack items, etc., have all been hits with conference participants. We hope you will avail yourself of this opportunity to garner some added visibility for your organization, while at the same time providing a small gift to our conference attendees.

Meals and social activities:

Attending meals and social activities is an excellent way to meet participants and share information about your organization.

Please note: there will be an additional cost for meals/events if you have more representatives from your organization attend than are included in your sponsorship. Cost = \$150 per representative.

DEADLINE for Annual and Spring Conference Event sponsorships

Completed online Sponsorship enrollment and payment due by March 1st

<https://www.123signup.com/event?id=rqyrd>

Questions? Please contact Janet Lawson at (804) 365-6072, jlawson@hanovercounty.gov or Regina Hilliard, (757) 385-8854 rhilliar@vbgov.com

We look forward to your continued support!

