

## 2021 Virginia Capital Conference | Sponsor Packages

October 6 – 7, 2021 | The Jefferson Hotel | Richmond, VA

Sponsor Benefits <sup>1</sup>	Gold <sup>2</sup> \$10,000	Silver \$5,000	Bronze \$2,500	Supporting \$1,500
Brief Speaking Opportunity	✓			
Industry Exclusivity	✓			
Prominent 6' Display Table Space	✓			
Dedicated, Private Meeting Room	✓			
6' Exhibit Table in Sponsor Marketplace*		✓		
Logo on Conference Website   Hyperlink	✓	✓		
Digital Ad on acg.org/richmond website <sup>3</sup>	✓	✓		
Sponsor Created LinkedIn Posts <sup>4</sup>	✓	✓		
Company Listing on Website   Hyperlink			✓	✓
Logo on Save the Date Card	✓	✓		
Company name on Save the Date card			✓	
Full Page Color Ad in Program Book <sup>5</sup>	✓			
Half Page Color Ad in Program Book <sup>6</sup>		✓		
Recognition in Program Book	✓	✓	✓	✓
Logo on Cover of Program Book	✓	✓		
Logo on Selected Email Blasts	✓	✓		
Company Name on Selected Email Blasts			✓	✓
Recognition in Conference Slideshow Loop <sup>7</sup>	✓	✓	✓	✓
Registrations to Conference (\$400/avg. price)	10	6	3	2
<b>Optional for Bronze Level:</b> 4' Exhibit table in Sponsor Marketplace* and two (2) additional conference registrations			<b>Available add-on Cost: \$1,000</b>	N/A

\* Table location assignments for exhibiting sponsors subject to sponsorship level, availability and order of sign-up.

<sup>1</sup> Sponsorships offered first-come, first served basis; no refunds.

<sup>2</sup> Most prominent logo/name placement

<sup>3</sup> 728 x 90px runs August 2021 thru Oct. 2021

<sup>4</sup> 1 pre-event & 1 post-event Linked In post provided by sponsor. Run dates TBD based on sponsor and ACG social media calendar.

<sup>5</sup> Full Page Color Ad: 8" w x 11"h

<sup>6</sup> Half Page Color Ad: 8" w x 5.5" h

<sup>7</sup> # Slides: 2/Gold; 1/Silver; Name recognition/Bronze, Supporting and Exhibitors

**2021 Virginia Capital Conference | A la Carte Sponsor Options**  
 October 6 – 7, 2021 | The Jefferson Hotel | Richmond, VA

<b>A la Carte Sponsorships<sup>8</sup></b>	<b>\$1,000</b>	<b>\$500</b>
Lanyards <sup>9</sup>	✓	
Wifi sponsor	✓	
Water bottles (disposable or reusable) <sup>10</sup>	✓	
Water stations	✓	
Branded Lounge sponsor	✓	
Snack breaks on Wednesday	✓	
Wednesday lunch	✓	
Wednesday reception	✓	
Thursday to-go lunch	✓	
Attendee bags for overnight hotel guest attendees only <sup>11</sup>		✓
Branded item/material to be in attendee bags <sup>12</sup>		✓

<sup>8</sup> All A la Carte sponsorships limited to 1 company per sponsorship except for branded items in attendee bags.

<sup>9</sup> Sponsor company responsible for selecting, ordering and delivering lanyards by September 17, 2021. Quantity 275.

<sup>10</sup> Sponsor company responsible for selecting, ordering and delivering water bottles by September 17, 2021. Quantity 275.

<sup>11</sup> Sponsor company responsible for selecting, ordering and delivering bags by September 17, 2021. Quantity 75.

<sup>12</sup> Sponsor company responsible for selecting, ordering and delivering items by September 17, 2021. Quantity 75. Items will be distributed in attendee bags to overnight hotel guest attendees only. Multiple sponsors allowed.