



2024 Partner Program

VAA - The Voice of the Automotive Industry

Virginia Automotive Association

Thank you in advance for your support of the VAA!

The VAA Partner Program has been created to bring together key players in the automotive industry, creating a network of resources, shared knowledge, and opportunities for our members. The program is designed to allow industry suppliers to select the level of exposure that best suits their needs. Each level's corresponding benefits allow participants to generate relationships with Virginia's Automotive industry. We envision a stronger community that can address challenges and seize new opportunities in unison.

Benefits of joining our Partner Program and Sponsorship include:

Enhanced Visibility and Promotion: Gain exposure through our association's events, publications, and online platforms, putting your brand in front of a targeted and engaged audience.

Networking Opportunities: Connect with peers, potential clients and partners at exclusive events and forums, fostering valuable relationships within the automotive industry.

Industry Influence: Join a network of like-minded companies and automotive leaders, to share insights, stay updated on trends, and shape the future of the industry together.

Access to Resources: Utilize our association's resources, including data and industry insights, to drive informed decision-making and stay ahead of the curve.

Recognition: Be acknowledged for your support and contributions to our association's mission, demonstrating your dedication to the growth and sustainability of the automotive sector.

Partner Program Begins 1/1/2024

For more information on becoming a member of the Partner Program, visit us at www.vaauto.org or call (804) 739-1400.

Payments may be sent to:
PO Box 29069
Henrico, Va 23242-0069

2024 Partner Program Partner Program Overview



Partner Program Information

THANK YOU FOR SUPPORTING VIRGINIA AUTOMOTIVE ASSOCIATION!

The VAA Partner Program runs on a January 1 - December 31 fiscal year and shall be renewed on an annual basis. For 2024, you have the choice of supporting the VAA in the 2024 VAA Partner Program which is a “bundle” package of benefits, or select items a la cart. The Partner Program provides year round opportunities to get your company in front of the VAA Members. All Partner Program levels include your VAA Supplier Dues, VAA Exhibitor Table at the Annual Convention, year round recognition on our website and newsletter. You may purchase these items a la cart if you would like.

Interested in becoming a partner? Included is the VAA Partner Program Levels and Benefits, as well as a list of additional sponsorship opportunities for our 2024 VAA Annual Convention. If you have any questions, or if you would like to discuss any other opportunities not listed herein do not hesitate to call. We look forward to working with you and thank you for your support.

If you are ready to sign up, please complete the enclosed registration form and contact the VAA office by phone at 804-739-1400 or email us at office@vaauto.com.

Payment is due in full no later than April 1, 2024. Payment can be made by check or credit card. Should you need to make an alternative payment plan please contact the VAA office. If payment is not paid in full by April 1, 2024 your sponsorship items selections may become available for others.

*If you participate in the Endorsed Provider Program with the VAA, please contact the office to see how we can credit your Partner Program level.

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2024 Partner Program

“Bundles”



2024 VAA Partner Program	Bronze \$1,750	Silver \$3,750	Gold \$5,750	Platinum \$8,750
2024 Supplier Membership Dues	X	X	X	X
Exhibit Table at Annual Convention	X	X	X	X
Half Page Ad in VAA Digital Newsletter	1	2	3	4
Announcement of Partnership at Convention Business Meeting	X	X	X	X
Company Clickable Logo on VAA Website	X	X	X	X
Sponsored Email Blast to All Members	1	2	3	4
Quarterly Recognition of Partnership on Social Media	X	X	X	X
Recognition as Partner on Footer of Web Pages	X	X	X	X
Spark Plug Bimonthly Communication Partner Recognition	X	X	X	X
2024 VAA Annual Convention Sponsor	X	X	X	X
Shared Sponsored Hole at Golf Tournament		X		
Solo Sponsored Hole at Golf Tournament			X	X
Company Flyer Provided to All Convention Attendees (Company to provide VAA with Flyer prior to event)		X	X	X
1 Golf Tournament or Wine Tasting Registration			X	
2 Golf Tournament or Wine Tasting Registrations				X
VAA Annual Convention Business Meeting Sponsor (With 2 Minutes Talk Time)			X	
VAA Annual Convention Banquet Sponsor (With 2 Minutes of Talk Time)				X
1 Full Convention Registration		X		
2 Full Convention Registrations			X	
3 Full Convention Registrations				X
Company Logo on Annual Convention Registration Confirmation				X
1 Page Company Advertisement in Convention Program				X
Lunch and Learn 30 minute Virtual Presentation				1
Advanced Copy of Attendee List with Emails				X
Fall Board Retreat Dinner Sponsor (With 1 representative)				X

2024 Partner Program

A La Cart & Additional Sponsorships



Virginia
Automotive
Association

Additional Convention Sponsorship Opportunities

Exhibit Table with 4 Representatives	\$550
Sunday Board Meeting Breakfast Sponsor (With 5 Minute Walk Time)	SOLD \$250
Refreshment Sponsor (With Signage Recognition)	SOLD \$250
Evening Sponsor (With Signage Recognition)	SOLD \$250
Golf Tournament Luncheon Sponsor & 1 Golf Registration (With Signage Recognition)	SOLD \$500
Wine Tasting Sponsor with 2 Wine Tasting Registrations	SOLD \$500
Next Generation Axe Throwing Sponsor & 1 Axe Throwing Registration	SOLD \$500
VAA Shooting Sponsor & 1 Shooting Registration (With Signage Recognition)	SOLD \$500
Lanyard with Company Logo	SOLD \$500
Saturday Breakfast Sponsor (With Signage Recognition)	SOLD \$750
Customized Golf Balls with Company Logo	SOLD \$750
Name Badges with Company Logo	SOLD \$1,000
Exhibit Hall Booth with Company Logo	SOLD \$1,000
Friday Night Picnic Sponsor (With Signage Recognition)	\$1,000
Promotional Giveaway to All Conference Attendees With Company Logo	\$1,500
Year Round Opportunity	
30 Minute Lunch & Learn Virtual Presentation (Company may select a date of their choice during the year)	\$750

2024 Partner Program Registration Form



Thank you for supporting the VAA in 2024!

VAA Partner Program Levels:

Bronze - \$1,750 Silver - \$3,750 Gold - \$5,750 Platinum - \$8,750

Partner Program Level: _____

Company Name: _____ Contact Person: _____

Phone: _____ Email Address: _____

Local Representatives Name: _____ Website: _____

Additional Sponsorship:

Convention Opportunities

- \$550 Exhibit Table with 4 Representatives
- \$250 Sunday Board Meeting Breakfast Sponsor (With 5 Minutes of Talk Time)
- \$250 Refreshment Break Sponsor (With Signage Recognition)
- \$250 Event Wifi Sponsor (With Signage Recognition)
- \$500 Golf Tournament Lunch Sponsor & 1 Golf Registration (With Signage Recognition)
- \$500 Wine Tasting Sponsor with 2 Wine Tasting Registrations
- \$500 Next Generation Ax Throwing Sponsor & 1 Axe Throwing Registration
- \$500 VAA Shooting Sponsor (With Signage Recognition)
- \$500 Lanyard with Company Logo Sponsor
- \$750 Saturday Breakfast Sponsor (With Signage Recognition)
- \$750 Customized Golf Balls with Company Logo
- \$1,000 Name Badge with Company Logo
- \$1,000 Exhibit Hall Bag with Company Logo
- \$1,000 Friday Night Picnic Sponsor (With Signage Recognition)
- \$1,500 Promotional Giveaway to All Conference Attendees (With Company Logo)

Year Round Opportunity

- \$750 30 Minute Lunch & Learn Virtual Presentations

Please promptly return this form to the Virginia Automotive Association:

**Mail: VAA
PO Box 29069
Henrico, Va 23242-0069**

**Scan and Email to:
office@vaauto.org**

**To Register Online: Click Here or visit
<https://www.vaauto.org/Sponsor-the-VAA>**

Payment is not due until the first quarter of 2024. We will invoice you in January to pay by check or credit card.