2025 Annual Conference
Virginia Library Association

Sponsor Opportunities

October 1-3, 2025
Richmond Marriott
500 E Broad St, Richmond, VA 23219

VLA

Sponsorship Opportunities

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Available Options	Sponsor Benefit	Capacity and Cost
Award/Scholarship winner reception sponsor	Sponsor the Wednesday evening drink and food reception that honors VLA award winners and VLA scholarship winners, held in conjunction with the opening of registration and the conference poster session presentations.	One available – $7500
Coffee sponsor	Your logo on coffee sleeves at the conference center stations, with logoed 8x11 signage.	One available – $5000
App sponsor	Your logo on the banner for the conference app, Sched.	One available – $5000
Entry unit sponsor	Logo will be featured at the top of the entry unit.	One available – $5000
Drink ticket sponsor	Your logo on 100 tickets each.	2 available – $5000
Parking sponsor	Details TBD.	One available – $3500

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Available Options	Sponsor Benefit	Capacity and Cost
Badge sponsor	Provide full color artwork for the back of the transparent sleeve for the conference badges. Dimensions dependent on badge sleeve size.	One available – $2500
Conference internal communications sponsor	Provide a 900 x 200 px banner for inclusion in all internal emails re: the conference for VLA members.	One available – $2500
Elevator wrap	Sponsor will provide artwork for wrapped elevator doors in the conference space.	4 available – $2500
Hotel key card holder	Sponsor artwork will be used as keycard holders for conference attendees staying on site.	One available – $2500
Keynote address	Sponsor the keynote address, delivered by Mychal Threets.	One available – $1500
Happy Hour sponsor		One available – $2500
Lunch sponsor	8x11 signage at the lunch stations, with thanks given over the AV system.	2 available – $2500/each
Lounge sponsor		One available – $2500
Wayfinding sponsor	Sponsor's logo will be used on floor decals and directional signs.	One available – $2500
Keynote address sponsor	Sponsor the keynote address, delivered by Mychal Threets.	One available – $1500
Wi-Fi sponsor	Your organization's name as the Wi-Fi password for all conference attendees.	One available $1500

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Participation in exhibit hall passport	Reserve a spot on the Exhibit Hall Passport, where attendees are incentivized to visit your booth for a passport stamp. Completed passports are entered into raffle drawing.	9 available – $1500/each One per vendor
Keynote address	Sponsor the keynote address, delivered by Mychal Threets.	One available – $1500
Cardinal Cup book award sponsor	Sponsor the Cardinal Cup Award, with logo on digital/printed booklist, and included on all conference session presentation slides by committee.	One available – $1000
VLACRL - Conference-within-a-conference		One available – $750
Lanyard sponsor	Provide logoed lanyards for attendee use.	One available – $500
Conference Room Sponsor	Sponsor may provide 1 Vertical Banner to be displayed with your sponsorship (max size of banner 3ft wide x7ft tall), as well as collateral to be placed on the materials table in room. This sponsorship will be for Thursday & Friday.	11 available – $500

Additional Benefits

All sponsors will receive:

- Their logo (200x200 px) displayed on the sidebar of the VLA website from the time of payment to October 4, 2025.
- Their logo on the sponsor recognition page in the VLA conference app.
- Their logo on the sponsor recognition slide in the conference slideshow to be displayed throughout the conference opening session and closing session.
- Logo inclusion on the sponsor appreciation page in the digital City Guide for attendees.
- Sponsor appreciation in a post conference email to attendees.
- Sponsor recognition in a social media post on Facebook and Instagram.

Attendee List

As an exhibitor, you are able to purchase a conference attendee list. VLA will provide a list of attendee names, organizations, and email addresses to the Contact Name listed.

Please note: Attendees will have the opportunity to opt-out of this list. VLA cannot guarantee the list will represent ALL attendees.

Cost: $175, increases to $250 after September 10.