



VRLTA Partnership Opportunities

| | Platinum | Gold | Silver | Bronze |
|---|-------------------|-------------------|----------------------|----------------------|
| VRLTA Membership | | | | |
| Complimentary Membership Dues | 1 Year | 1 Year | 1 Year | 1 Year |
| VRLTA Events | | | | |
| Bi-annual Membership Meetings | 6 tickets | 4 tickets | 2 tickets | - |
| Day on the Hill Reception | 6 tickets | 4 tickets | 2 tickets | - |
| Ordinary Awards Dinner | VIP table for 8 | 4 tickets | 2 tickets | - |
| Ordinary Awards Sponsorship Benefits | Included | Included | - | - |
| Exhibit Table at Events | 3 events | 2 events | 1 event | 1 event |
| Recognition at Events | All | All | All | - |
| Opportunity to Speak at Events | 2 times per year | 2 times per year | - | - |
| VRLTA's Inside Virginia Hospitality Magazine (2 issues per year) | | | | |
| Partner Listing | Included | Included | Included | Included |
| Advertising | Full page ad (2x) | Half page ad (2x) | Quarter page ad (2x) | Quarter page ad (2x) |
| Opportunity to include editorial content | 1 time per year | - | - | - |
| VRLTA Website (www.vrlta.org) | | | | |
| Logo on homepage in partner rotating banner | Included | Included | - | - |
| Listing on Partner Benefits page (logo, description, link to website) | Included | Included | Included | Included |
| VRLTA Marketing Support | | | | |
| Dedicated social media post highlighting your benefit to VRLTA members | As requested | As requested | As requested | - |
| Dedicated email to VRLTA members (content provided by partner / approved and sent by VRLTA) | 4 times per year | 2 times per year | 1 time per year | 1 time per year |
| Opportunity to provide display ad for e-news | 4 issues per year | 2 issues per year | - | - |
| Opportunity to host a webinar/zoom event with VRLTA members | 2 times per year | 1 time per year | - | - |
| Minimum Annual Commitment | \$20,000 | \$10,000 | \$5,000 | \$2,500 |