

# 2024 NATIONAL CONFERENCE

GAYLORD NATIONAL RESORT & CONFERENCE CENTER  
NATIONAL HARBOR, MARYLAND  
MAY 4-7, 2024



VOA  
125+

*Years Strong*

Volunteers  
of America®

**SPONSORSHIP OPPORTUNITIES**

# BE PART OF A NATIONAL NETWORK!

Volunteers of America is proud to announce the 2024 National Conference to be held at the Gaylord National Resort & Conference Center in National Harbor, Maryland. **We invite you to show your support for one of America's leading nonprofits in housing, healthcare and human services, and to consider sponsoring this year's event.**

Join this intimate 600+ attendee conference for **select vendors and key decision-makers, to address and fulfill current product and service needs of** Volunteers of America as we seek to care for the caregivers we employ and care for the communities we serve.





# 2024 SPONSORSHIP OPPORTUNITIES



## **Presenting Conference Sponsor \$60,000 (Exclusive Naming Opportunity)**

- Primary Recognition & Signage
- On-state presence at the conference
- Distribution of Marketing Materials at the event
- Logo placement on all name badges
- Dedicated national conference press release and media attention
- Reserved seating Philanthropy Luncheon (6)
- Company logo featured in the conference program



## **Opening Celebration Sponsor \$50,000**

- Exclusive sponsor of the Opening Celebration on Saturday, May 4
- Prominent signage and recognition at the celebration
- On-stage presence at the celebration
- Dedicated national conference press release and social media mention
- Reserved seating at the Philanthropy Luncheon (4)
- Company logo featured in the conference program

# 2024 SPONSORSHIP OPPORTUNITIES



## **Philanthropy Luncheon Sponsor** **\$40,000**

- Exclusive host of the Philanthropy Luncheon
- Master of ceremonies, prominent signage and recognition throughout the luncheon
- Dedicated national conference press release and social media mention
- Reserved seating for six at the luncheon
- Company logo featured in the conference program



## **Registration Sponsor** **\$25,000**

- Exclusive sponsor of the registration website and on-site registration desk
- Company Name/Logo displayed at Registration Desk
- Logo and link featured on the registration website
- Company logo featured in the conference program



## **Social Innovation Shark Tank Sponsor** **\$25,000**

- Exclusive sponsor of the Social Innovation Shark Tank
- Prominent Signage & Recognition at the event
- Opportunity for a company representative to serve as a judge for the event
- Company opportunity to mentor/guide top 3 participants
- Company logo featured in the conference program

# 2024 SPONSORSHIP OPPORTUNITIES



## **National Housing Reception Sponsor \$20,000**

- Exclusive sponsor of the National Housing Reception
- Prominent signage and recognition at the reception
- On-stage presence at the celebration
- Reserved seating at the reception (4)
- Company logo featured in the conference program



## **Transportation Sponsor \$20,000**

- Exclusive Sponsor of Transportation to off-site conference event
- Opportunity to address full conference group at off-site event
- One magnetic sign with company logo placed on each bus (7)
- Company logo featured in conference program, VOA website, and social media post
- Branded Item (provided by sponsor) in each sponsor bag



## **Official Conference Bag Sponsor \$15,000**

- Official sponsor of the conference bag
- Company logo featured on 600+ bags given to each attendee of the conference
- Company logo featured in the conference program



# 2024 SPONSORSHIP OPPORTUNITIES



## **Annual Worship Service Sponsor \$10,000**

- Exclusive sponsor of the Annual Worship Service
- Prominent signage & recognition during the service
- Exclusive advertising space featured in the official Worship Service program
- Company logo featured in the conference program



## **KeyMakers Training Sponsor \$10,000**

- Exclusive sponsor of the KeyMakers Professional Development Training
- Company name and logo displayed during the training
- Company Representative will have the opportunity to welcome attendees to their training
- Company logo featured in the conference program



## **External Relations Bootcamp Sponsor \$10,000**

- Exclusive sponsor of the External Relations Bootcamp Training
- Company name and logo displayed during the training
- Company Representative will have the opportunity to welcome attendees to their training
- Company logo featured in the conference program



# 2024 SPONSORSHIP OPPORTUNITIES



## **National Board of Directors Dinner Sponsor \$10,000**

- Prominent signage and recognition at the face-to-face annual national board dinner with board members and C-suite executives from Volunteers of America
- Dinner will be off-site on Friday, May 3
- Two company representatives may attend the dinner
- Company logo featured in the conference program



## **Wi-Fi Sponsor \$10,000**

- Exclusive sponsor of Wi-Fi service at the conference
- Prominent signage recognizing sponsorship
- Company logo featured on the Wi-Fi landing page
- Company logo featured in the conference program



## **Networking Reception Sponsor \$7,500 • (Multiple Opportunities Available)**

- Sponsor one affinity group reception (CEOs, CFOs, External Relations, Human Resources, etc.)
- Opportunity to welcome attendees to the reception
- Prominent signage & recognition at the reception



# 2024 SPONSORSHIP OPPORTUNITIES



## **Educational Workshop Track Sponsor** **\$5,000 • (Multiple Opportunities Available)**

- Company logo displayed at the educational track throughout conference
- Opportunity to welcome attendees at a session
- Company logo featured in conference program



## **Plenary Session Sponsor** **\$5,000 • (Three Opportunities Available)**

- Primary signage & recognition throughout your plenary session of choice: Inspirational Plenary, Opening Keynote, or the President's Address
- Reserved seating for four at your plenary session
- Company logo featured in conference program



## **Lanyard Sponsor** **\$5,000**

- Your company logo will be imprinted on the official conference name badge lanyard
- Every attendee at the conference will be wearing a lanyard, amounting to over 600 logos across the conference



## **Church Governing Board Meeting Sponsor** **\$5,000**

- Prominent signage and recognition at the face-to-face national board meeting with board members and C-suite executives from Volunteers of America on Saturday, May 4
- Company logo featured in the conference program



# 2024 SPONSORSHIP OPPORTUNITIES



## **Local & National Board of Directors Breakfast \$5,000**

- Prominent signage and recognition at the face-to-face local and national board breakfast with board members and C-suite executives from Volunteers of America
- Breakfast take place on Sunday, May 5
- Two company representatives may attend the breakfast
- Company logo featured in the conference program



## **President's Partner Dinner Sponsor \$5,000**

- Prominent signage and recognition at the face-to-face dinner with our National President & CEO, Mike King and Volunteers America partners
- Opportunity to address the group at the Dinner
- Two company representatives may attend the dinner
- Company logo featured in the conference program



# 2024 SPONSORSHIP OPPORTUNITIES



## **VOA Inc. Board Meeting Sponsor** **\$5,000**

- Prominent signage and recognition at the face-to-face national board meeting with board members and C-suite executives from Volunteers of America on Saturday, May 4
- Company logo featured in the conference program



## **VOA National Services Board Meeting Sponsor** **\$5,000**

- Prominent signage and recognition at the face-to-face national board meeting with board members and C-suite executives from Volunteers of America on Saturday, May 4
- Company logo featured in the conference program



## **Ideas for Action Sponsor** **\$3,500 • (Multiple Opportunities Available)**

- *Rated Attendee Favorite!*
- Company logo will be displayed on session signage and announced during the session with hosted topics for attendees to choose from, with prizes for participants.
- Sponsors of Ideas for Action will be given a table to participate during the session with four 20-minute opportunities to speak to attendees - it's like speed dating!
- Company logo featured in the conference program

# 2024 SPONSORSHIP OPPORTUNITIES



## **Refreshment Station Sponsor \$3,500 • (Multiple Opportunities Available)**

- Prominent signage and recognition at all general tea and coffee refreshment stations throughout the conference



## **Thank You Gift Bag Sponsor \$3,500**

- Gift bags for Board Members and Presenters
- Allows your organization excellent visibility! You will be recognized as the valuable sponsor who supplied them with a memorable “thank you.”



## **Build Your Own Sponsorship \$3,500 Minimum Requirement**

*Do you have a creative or innovative sponsorship idea that’s not listed here? Work with the VOA team to “build your own” sponsorship package.*

- Opportunity to create your own sponsorship opportunity in partnership with VOA (subject to VOA approval)
- Company logo featured in the official conference program

## **Additional Sponsorship Information**

Registration fees for two attendees are included with sponsorship. Additional representatives from your company may register at a discounted rate – please contact, **John Brkic** at [jbrkic@voa.org](mailto:jbrkic@voa.org) or **(404) 967-2927**.

**All sponsorships include** an exhibit table in the exhibitor gallery on Sunday and Monday of the conference. Please confirm your exhibit table with John Brkic at [jbrkic@voa.org](mailto:jbrkic@voa.org).

**Sponsors will be highlighted** across VOA social media platforms with over **136,000** followers.

**Nonprofit sponsor rate is available.** Please contact John Brkic at [jbrkic@voa.org](mailto:jbrkic@voa.org) for more information.

For any additional information, please contact John Brkic at [jbrkic@voa.org](mailto:jbrkic@voa.org) or **(404) 967-2927**.



# VOA HEALTHY COMMUNITIES FOR ALL

*Addressing current needs isn't enough. Maintaining current systems is not enough. We must dismantle systems of inequity that for too long have prevented many from fully accessing the services and supports needed to be healthy and to thrive. We must reimagine the inextricable link between health, housing and human services.*

**-MIKE KING • NATIONAL PRESIDENT & CEO, VOLUNTEERS OF AMERICA**



HEALTH



HOUSING



HUMAN SERVICES

## STRATEGIC PILLARS

### 1. LEAD WITH EQUITY

*We will lead with equity and promote diversity internally and externally, monitoring progress while providing transparency and accountability.*

### 2. ACCELERATE WHOLE-PERSON SERVICES GROWTH

*We will expand the breadth and access to whole-person services for those who need them most.*

### 3. "VOA HEALTHY COMMUNITIES FOR ALL"

#### **BRANDING, PARTNERSHIP, AND ADVOCACY**

*We will generate the partnerships, engagement, financial resources and policy change needed to realize a vision of Healthy Communities for All.*

1660 Duke Street  
Alexandria, VA 22314  
(703) 341-5000  
[www.voa.org](http://www.voa.org)

