

Sponsorship Objectives

VAA will offer website sponsorship opportunities to businesses and other organizations. The goals of these sponsorships are:

1. Increase revenue for VAA which will be used to help maintain reasonable fees, provide necessary equipment and enhance the experience of VAA participants
2. Increase awareness of VAA

Sponsors will be published on the VAA website. A “General Sponsor” link will be available from the main VAA Web page. The initial sponsor web page will describe the types of sponsors – then provide a link to “VAA Platinum Community Sponsor”, “VAA Gold Community Sponsor”, and a “VAA Silver Sponsor” web page. Each of these pages will list the sponsors. The “VAA Platinum and Gold Community Sponsor” web page will provide a link to a specific sponsor page, which describes in more detail the sponsor and the services they provide VAA.

Sponsorship Types

1. VAA Platinum Community Sponsor
2. VAA Gold Community Sponsor
3. VAA Silver Sponsor

VAA Platinum Community Sponsor

A VAA Platinum Community Sponsor will provide an annual \$1000 donation to VAA along with providing additional services and products the VAA participants. The additional services and products could include:

- Discounts on merchandise to VAA participants
- Providing equipment to VAA at discounted prices
- Providing a service such as a location to drop off for VAA registration forms
- Providing meeting space

To recognize Platinum Community Sponsors – a web page on the VAA website will be dedicated to the sponsor. In addition, a small, not dominant business logo would be on the bottom of the VAA Home Page. Pictures and text will be on the web page along with a link to the sponsor’s website. The text will describe the organization and the ways in which the sponsor supports VAA.

VAA Gold Community Sponsor

A VAA Gold Community Sponsor will provide an annual \$500 donation to VAA along with providing additional services and products the VAA participants. The additional services and products could include:

- Discounts on merchandise to VAA participants
- Providing equipment to VAA at discounted prices
- Providing a service such as a location to drop off for VAA registration forms
- Providing meeting space

To recognize Platinum Community Sponsors – a web page on the VAA website will be dedicated to the sponsor. Pictures and text will be on the web page along with a link to the sponsor’s website. The text will describe the organization and the ways in which the sponsor supports VAA.

VAA Silver Sponsor

A VAA sponsor will provide an annual \$250 donation to VAA.

To recognize VAA Silver Sponsors – a web page on the VAA website will be provided. All VAA Silver Sponsors will be listed on this sponsor page.

VAA Website advertising guidelines

- Popup ads will not be used on the website
- VAA email addresses will not be given to sponsors
- For home page logos VAA would specify requirements for size
- VAA reserves the right to review potential sponsorships