

2026 SPONSORSHIP OPPORTUNITIES



September
21-23

HOTEL ROANOKE
ROANOKE, VA

Secure Your
Sponsorship

LocalProgramsWorkshop@vdot.virginia.gov

WHY SPONSOR?



- ✓ Direct access to hundreds of statewide local government professionals at VDOT's largest annual conference
- ✓ Your expertise showcased to the decision-makers who could become your next clients
- ✓ Company positioning at the center of Virginia's transportation and funding landscape
- ✓ Brand exposure through high-value networking in a vibrant, memorable learning environment

SPONSORSHIP TIERS



Workshop Experiences

\$2,500 - \$5,000

Elevate your brand by becoming a Workshop Experiences Sponsor, where your company is woven directly into hands-on and interactive attendee moments. This tier offers unique, high-impact opportunities to showcase your expertise while enhancing the overall conference experience.



Platinum

\$5,000

Choose top-tier visibility with a 10'x 8' exhibit booth with pipe and drape in the plenary room. Your extra-large company logo will be featured on the plenary sessions, workshop materials, workshop website, and workshop app. You'll also have the chance to insert branded items in the coveted "swag bag."



Gold

\$3,500

Feature your company with an 8'x8' branded table with pipe and drape in the plenary room. Your large company logo will be placed on the workshop materials, workshop website, and workshop app. You'll also receive recognition during the opening and closing plenary sessions.



Silver

\$2,000

Gain brand exposure with an 8' branded table in the networking foyer. Your company logo will be visible on the plenary sessions, workshop materials, workshop website, and workshop app.



Bronze

\$1,000

Stay in the game with logo visibility in the plenary presentation and workshop app. You'll also receive recognition during the plenary sessions.

**ALL SPONSOR LEVELS RECEIVE
ONE COMPLIMENTARY REGISTRATION**



WORKSHOP EXPERIENCES

PRICE \$2,500–\$5,000



ALL WORKSHOP EXPERIENCES SPONSORS RECEIVE:

- Your extra-large full-color company logo featured on the 2026 Local Programs Workshop website and app
- One complimentary workshop registration
- One guaranteed room at the host hotel
- Recognition in the opening and closing plenary sessions



OPENING NIGHT AFTER PARTY

BENEFITS:

As the sponsor of the Opening Night After Party, your brand becomes part of one of the conference's most anticipated and memorable experiences. This high-energy event creates the perfect atmosphere for attendees to unwind, connect, and build meaningful relationships, with your company at the center of it all.

PRICE:

\$5,000

SLOTS AVAILABLE:

1

VISIBILITY INCLUDES:

- Your company's signage prominently displayed throughout the onsite hotel party space
- Branded drink tickets
- Recognition as the exclusive After Party sponsor
- Verbal acknowledgment during event announcements
- 8' x 10' exhibit booth with pipe and drape in the plenary room



WORKSHOP APP — WHOVA

BENEFITS:

As the Whova App sponsor, your brand powers the conference's most interactive and consistently used engagement tool—connecting attendees to presentations, maps, schedules, sponsors, and one another. With visibility woven into every tap, swipe, and interaction, your company becomes an essential part of the attendee experience from start to finish.

VISIBILITY INCLUDES:

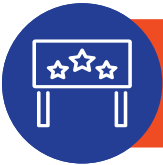
- Logo and branding featured throughout the Workshop App
- Visibility on key app screens such as the schedule, maps, and sponsor sections
- Recognition each time attendees submit questions, participate in surveys, or network through the app
- Continuous exposure as attendees use the app throughout the entire duration of the event
- 8' x 10' exhibit booth with pipe and drape in the plenary room

PRICE:

\$5,000

SLOTS AVAILABLE:

1



SIGNAGE

BENEFITS:

As the Signage sponsor, your brand will be showcased throughout key conference touchpoints, ensuring continuous visibility as attendees move through the event. With prominent placement at buffet stations and during networking breaks, this opportunity keeps your company front and center during high-traffic moments.

VISIBILITY INCLUDES:

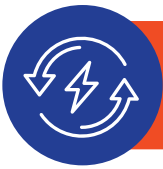
- Branded signage displayed at all buffet stations
- Visibility during networking breaks where attendee traffic is highest
- Recognition as the official Signage sponsor in event materials
- Consistent brand exposure throughout the flow of conference activities
- 8' x 10' exhibit booth with pipe and drape in the plenary room
- Unique give away in swag bag

PRICE:

\$5,000

SLOTS AVAILABLE:

1



CHARGING STATION

BENEFITS:

As the Charging Station sponsor, your brand will be prominently featured on two fully wrapped charging stations, with one positioned right beside your company booth—drawing attendees in whenever they need to power up. This high-traffic placement turns a practical necessity into a steady stream of booth engagement and brand visibility throughout the conference.

PRICE:

\$5,000

SLOTS AVAILABLE:

1

VISIBILITY INCLUDES:

- Two charging stations fully wrapped in the sponsor's branding
- Strategic placement next to the sponsor's booth to increase foot traffic
- Continuous visibility as attendees recharge their devices throughout the event
- Recognition as the official Charging Station sponsor in event materials
- 8' x 10' exhibit booth with pipe and drape in the plenary room



NAME BADGE AND LANYARD

BENEFITS:

As the Name Badge and Lanyard Sponsor, your brand is showcased on one of the most visible and frequently used items of the entire conference. With your logo featured on every attendee's lanyard, your company receives continuous exposure throughout the conference.

PRICE:

\$5,000

SLOTS AVAILABLE:

1

VISIBILITY INCLUDES:

- Company logo printed on all attendee lanyards
- High-visibility branding worn by every participant throughout the conference
- Recognition as the official Name Badge and Lanyard sponsor in event materials
- Continuous exposure as attendees interact, network, and move across the venue
- 8' x 10' exhibit booth with pipe and drape in the plenary room



PROFESSIONAL HEADSHOTS

BENEFITS:

As the Professional Headshots sponsor, your brand supports one of the workshop's most appreciated attendee services—offering participants a polished, updated headshot right onsite. Returning for its second year by popular demand, this experience keeps your company at the center of meaningful professional development moments that attendees will remember long after the workshop ends.

PRICE:

\$5,000

SLOTS AVAILABLE:

1

VISIBILITY INCLUDES:

- Branded signage displayed prominently at the headshot station
- Continuous attendee engagement as participants line up and interact with the photographer
- Recognition as the official Professional Headshots sponsor in event materials
- 8' x 10' exhibit booth with pipe and drape in the plenary room



NEW – TRANSPORTATION

BENEFITS:

As one of the Transportation sponsors, your brand travels with attendees as they ride between overflow hotels and the Hotel Roanoke, creating repeated, high-visibility impressions throughout the event. With branding displayed directly on the shuttle buses and transportation materials, your company becomes an essential part of the attendee experience from the moment they arrive.

PRICE:

\$5,000

SLOTS AVAILABLE:

2

VISIBILITY INCLUDES:

- Branded signage displayed on shuttle buses
- Logo placement on bus passes, route maps, and shuttle schedules
- Opportunity for brief recognition or messages through the on-bus speaker system
- 8' x 10' exhibit booth with pipe and drape in the plenary room



NEW – DOOR PRIZES

BENEFITS:

As the Door Prize sponsor, your brand is celebrated throughout one of the most exciting and anticipated traditions of the conference, where attendees eagerly await multiple chances to win amazing gifts. With your branding featured on every prize and in every drawing, your company stays front-and-center in moments that generate energy, joy, and lasting positive impressions.

VISIBILITY INCLUDES:

- Opportunity to announce door prize winners throughout the conference
- Multiple prize drawings, offering repeated visibility for your brand
- Branded tags displayed on all door prizes and game materials
- Company signage around the gift display throughout the event
- 8' x 10' exhibit booth with pipe and drape in the plenary room

PRICE:

\$5,000

SLOTS AVAILABLE:

1



NEW – WIFI

BENEFITS:

As the Wi-Fi sponsor, your brand becomes part of every attendee's experience by serving as the conference's official Wi-Fi password. With your company name typed in each time participants log on, you gain consistent, repeated visibility throughout the entire event.

VISIBILITY INCLUDES:

- Your company name featured as the official conference Wi-Fi password
- High-frequency brand exposure each time attendees access the network
- Recognition as the official Wi-Fi Sponsor in event materials
- Branded 8-foot company table in the networking foyer

PRICE:

\$2,500

SLOTS AVAILABLE:

1



PLATINUM SPONSORSHIP

This tier includes an 8'x10' booth inside the plenary room and recognition on event webpage.

PRICE: \$5,000

SLOTS AVAILABLE: 5



GOLD SPONSORSHIP

This tier includes an 8'x8' booth inside the plenary.

PRICE: \$3,500

SLOTS AVAILABLE: 10

Visibility Includes:

- Large 8'x10' booth with pipe and drape
- High visibility location inside the plenary room
- Extra-large, full-color company logo in the workshop materials
- Extra-large, full-color company logo on the website and app
- One complimentary workshop registration
- Whova access to update your sponsorship page
- Recognition in the opening and closing plenary sessions
- One guaranteed room at the host hotel
- Company items in the swag bag

Visibility Includes:

- Branded 8'x 8' company table
- High visibility location inside the plenary room
- Large, full-color company logo in the workshop materials
- Large, full-color company logo on the website and app
- One complimentary workshop registration
- Whova access to update your sponsorship page
- Recognition in the opening and closing plenary sessions



SILVER SPONSORSHIP

This tier includes an 8' table outside the plenary.

PRICE: \$2,000

SLOTS AVAILABLE: 10



BRONZE SPONSORSHIP

This tier includes logo in plenary presentation and Whova app and recognition in opening and closing plenary session.

PRICE: \$1,000

SLOTS AVAILABLE: 20

Visibility Includes:

- Branded 8-foot company table
- Accessible booth location in the networking foyer
- Full-color company logo in the workshop materials
- Full-color company logo on the website and app
- One complimentary workshop registration
- One guaranteed room at the host hotel
- Whova access to update your sponsorship page
- Recognition in the opening and closing plenary sessions

Visibility Includes:

- Full-color company logo in plenary presentation
- Company logo in the Whova app
- One complimentary workshop registration
- Recognition in the opening and closing plenary sessions

SPONSORSHIP BENEFITS MATRIX

Sponsorship Tier	Cost	Available Slots	One Complimentary Workshop Registration	Logo Recognition in Plenary Sessions and Whova App	Whova Access to Update Sponsorship Info	Logo in Workshop Materials and Webpage	Guaranteed Room at the Host Hotel	Hosted Branding Experience	8x10' Booth with pipe & drape in Plenary Room	8x8' Booth with pipe & drape in Plenary Room	8x8' Table in Networking Foyer
Workshop Experience											
Tuesday After Party	\$5,000	1	✓	✓	✓	✓	✓	✓	✓		
Workshop App – Whova	\$5,000	1	✓	✓	✓	✓	✓	✓	✓		
Signage	\$5,000	1	✓	✓	✓	✓	✓	✓	✓		
Charging Station	\$5,000	1	✓	✓	✓	✓	✓	✓	✓		
Name Badge and Lanyard	\$5,000	1	✓	✓	✓	✓	✓	✓	✓		
Professional Headshots	\$5,000	1	✓	✓	✓	✓	✓	✓	✓		
NEW – Transportation	\$5,000	2	✓	✓	✓	✓	✓	✓	✓		
NEW – Door Prizes	\$5,000	1	✓	✓	✓	✓	✓		✓		
NEW – Wi-Fi	\$2,500	1	✓	✓	✓	✓	✓				
Platinum	\$5,000	5	✓	✓	✓	✓	✓		✓		
Gold	\$3,500	10	✓	✓	✓	✓				✓	
Silver	\$2,000	10	✓	✓	✓	✓					✓
Bronze	\$1,000	20	✓	✓							