



VAA PARTNER PROGRAM

Why Partner with VAA?

Partnering with Virginia Asphalt Association allows your company brand to be front and center at every asphalt event sponsored by VAA during the year.

Large clear signage showing your company logo will be **displayed at all VAA events and seen by more than 1000 individuals in 2023**. Conferences like those shown below are held annually, attracting large numbers of government and Industry professionals offering outstanding marketing opportunities. Additional seminars, workshops and outings as well as the VAA Newsletter and Magazine, all provide even more exposure for your brand.

Here are just a few benefits of Partnership with VAA

1. Shape Consumer Attitudes
2. Build Brand Awareness
3. Increase Reach
4. Differentiate Yourself From Competitors
5. Generate New Leads

✓ **VAA Annual Meeting**

Annual spring event bringing together the membership's senior company leadership with an agenda addressing topics critical to the asphalt industry. Planned activities and outings to allow time to enjoy family, friends, colleagues, and competitors.

✓ **Mid-Atlantic Asphalt Expo & Conference**

Exceptional exposition and conference event drawing over 600 industry professionals from across the Mid-Atlantic showcasing the latest equipment, technology and education. Expand your market, showcase your product, and show your company's support of the asphalt industry.

✓ **Discussion With The Department**

VAA's Board of Directors meets with VDOT senior leadership in a board plus format. Members are invited to attend and participate in the discussion.

2023

PARTNER BENEFITS

As a VAA Partner in 2023, your organization will receive the follow benefits and recognition for your generous support!

DIAMOND \$2500

All of the Platinum and Gold Benefits Plus:

Full page ad in 2022 Membership Directory.

200X200 Pixel Ad on VAA Website for one year.

DIAMOND PLUS

\$3500

All of the Diamond, Platinum and Gold Benefits

Plus:

Two (2) Free Delegate Passes To VAA Annual Meeting

PLATINUM \$1500

All of the Gold Benefits Plus:

Recognition of Sponsorship on Event Name Badges.

Recognition in all VAA Newsletters and Magazine.

Logo on VAA Website Homepage with a Link to Your Company's Website.

Recognition on all Meeting Brochures.

GOLD \$1000

Logo on a Sign Displayed at all VAA Events.

Your Company Name Shown As A Partner on the Agenda Provided at Each Event.

Recognition of Partnership on Flyers that are included in Attendees Meeting Packets.

This program is only available to VAA Members. Each Partnership is valid for one year, January 1 thru December 31.

Registration Deadline December 16, 2022