



# 2024 MATPRA Media Marketplace Sponsorship Opportunities

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August 27 – 29, 2024



**MATPRA**  
MID-ATLANTIC TOURISM  
PUBLIC RELATIONS ALLIANCE



The Visit Virginia's Blue Ridge (VBR) team is thrilled to welcome our DMO and media partners to the greater Roanoke region in Virginia's Blue Ridge. We have an exciting itinerary planned for our time together in August. The following sponsorship opportunities provide a variety of ways to promote your destination at the 2024 MATPRA Media Marketplace. If you don't see an opportunity that fits your budget, we welcome your thoughts about how we can create an optimal opportunity for you. We hope that you will partner with Visit VBR by capitalizing on these packages and sharing your brand with the MATPRA audience.



The Hotel Roanoke & Conference Center

# Welcome Sponsorships

Welcome Bag Sponsor: \$2,000

**SOLD OUT**

*Can be split into two \$1000 increments, or four \$500 increments, one logo per sponsor*

- Clear, zippered bag distributed to approx. 120 media and DMO representatives.
- Many attendees carry bag for duration of conference. **Bag is also stadium/theater-approved for games, concerts and shows.**
- Logo on bag; multiple logo placement if split.
- Logo on conference sponsorship signage.
- Logo included in conference agenda.
- Visit VBR has contacted a supplier and will coordinate with the sponsor to ensure logos are correct, etc.

## Other Welcome Sponsorships

In-room gift: \$750 plus the gift (6 total spots;

**4 left**

**Enamel pins (states only): \$1,000** \*can be lumped in with larger sponsor package

- Instead of a lanyard sponsor, this year we would like **each state** to sponsor a pin (your choice of shape, logo, colors, etc.) that attendees can put on their lanyard to proudly show what state they are from.

## Tuesday, August 27 – Opening Reception

**SOLD OUT**



Center in the Square Rooftop & Restaurant

### Opening Reception Presenting Sponsorship: \$5,000

*Can be shared by 5 DMOs in \$1,000 increments*

- Approximately 120 media and DMO representatives
- 5 minutes to address attendees; if more than one sponsor, time split evenly
- Signature drink named for your destination
- Logo/name on cocktail napkins, spread throughout
- Logo/name on conference sponsorship signage at venue
- Logo/name on drink signage
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- Social media promotion in the form of 1 destination-specific story on MATPRA Instagram and Facebook; story to be featured via #sponsor static post. If more than one sponsor, post will be shared evenly.
- Logo included in conference agenda



# Tuesday, August 27 – Welcome Dinner

Welcome dinner will take place at Roanoke's newly opened rooftop bar & restaurant, within walking distance of the host hotel.

## Welcome Dinner Presenting Sponsorship: \$10,000

*Can be split into \$2,000 increments by group of 5 DMOs*

**SOLD OUT**

- Approximately 120 media and DMO representatives
- 5-10 minutes to address attendees; if more than one sponsor, time split evenly
- Logo/name incorporated into centerpieces on dining tables
- Logo/name on conference sponsorship signage at venue
- Logo/name on food signage/menus
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- Social media promotion in the form of 1 destination-specific story on MATPRA Instagram and Facebook; story to be featured via #sponsor static post. If more than one sponsor, post will be shared evenly.
- Logo included in conference agenda



## Other Welcome Dinner Sponsorships:

**SOLD OUT**

**Nylon hand fans with logo: \$800** *\*event will take place outdoors on a rooftop*

- To be placed on tables/given to attendees at start of welcome dinner
- Logo/name on conference sponsorship signage at venue

# Wednesday, August 28 – Marketplace Day

## **Pre-Marketplace Breakfast Sponsorship: \$4,000**

*Can be split into \$1,000 increments by 4 DMOs*

**SOLD OUT**

- Approx. 100 media and DMO representatives
- 4 minutes to address attendees; if more than one sponsor, time split evenly
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- One small promo item per sponsor on each table
- Social media promotion in the form of 1 destination-specific story on MATPRA Instagram and Facebook; story to be featured via #sponsor static post
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

## **Wednesday FAM Tour Sponsor: \$1,500**

*Can be split into \$500 increments, one sponsor per motorcoach*

- 3 shuttle buses will transport attendees to FAMs
- 3 minutes to address 30-40 attendees on bus
- Logo/name on the motorcoach signage
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

## **Wednesday Boxed Lunch FAM Sponsor: \$3,000**

*Can be split into \$1,000 increments, one sponsor per FAM*

- Guests will enjoy a boxed lunch as part of the afternoon FAMs
- 3 shuttle buses will transport attendees
- Opportunity to address 30-40 attendees on the bus
- Logo/name displayed on boxed lunch
- Promo/brand item included with lunch (Sponsor's choice)
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

## **Wednesday Hotel Dine-Around Sponsor: \$5,000**

*Can be split into \$500 increments, one sponsor per FAM*

- Buses will transport attendees to restaurants
- Opportunity to address 10-12 attendees on bus while in transport to restaurant
- One promo item provided to attendees during dinner
- Logo/name on menu at restaurant
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

# Thursday, August 29 – Final Day

## Thursday Breakfast Sponsorship: \$4,000

*Can be split into \$1,000 increments by 4 DMOs*

**SOLD OUT**

- One small promo item per sponsor on each table
- Approx. 120 media and DMO representatives
- 4 minutes to address attendees; if more than one sponsor, time split evenly
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- Social media promotion in the form of 1 destination-specific story on MATPRA Instagram and Facebook; story to be featured via #sponsor static post
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

## Thursday FAM Tour Sponsor: \$1,500

*Can be split into \$500 increments, one sponsor per motorcoach*

- 3 shuttle buses will transport attendees to FAMs
- 3 minutes to address 30-40 attendees on bus
- Logo/name on the motorcoach signage
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

## Concluding Lunch Sponsorship: \$4,000

*Can be split into \$1,000 increment among 4 DMOs*

- Approx. 120 media and DMO representatives
- 4 minutes to address attendees; if more than one sponsor, time split evenly
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- One small promo item per sponsor on each table
- Social media promotion in the form of 1 destination-specific story on MATPRA Instagram and Facebook; story to be featured via #sponsor static post
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

## “Made in VBR” Market Sponsorship: \$4,000

*Can be split into \$1,000 increments*

Makers Market: DMOs & media will be given voucher to “purchase” goods from local Virginia’s Blue Ridge makers during the concluding lunch

- Approx. 120 media and DMO representatives
- Logo printed on tokens or tickets for market exchange
- 4 minutes to address attendees; if more than one sponsor, time split evenly
- Display pop-up banners/signs; if more than one sponsor, 1 per sponsor
- Logo/name on conference sponsorship signage
- Logo included in conference agenda

# THANK YOU FOR YOUR SUPPORT

If you would like to promote your destination to MATPRA Media Marketplace attendees, please contact Visit VBR's Director of PR, **Kathryn Lucas**, at [klucas@visitvbr.com](mailto:klucas@visitvbr.com).

Don't see anything here that fits your budget? Please get in touch! We are open to creative ways to incorporate your destination.

- Opportunities are available on a first-come, first-served basis and will be offered to MATPRA members first.
- Verbal/written commitments are due no later than Wednesday, May 1, 2024.
- Invoicing may cross fiscal years based on request. A payment agreement will apply.
- Payment may occur via a check or credit card. A credit card fee may apply.
- If your sponsorship includes a promotional item in a welcome bag or on a table, please ship between August 5 - 20 to: Kathryn Lucas, Visit Virginia's Blue Ridge, 101 Shenandoah Ave NE Roanoke, VA 24016



**Kathryn Lucas**  
Director of Public Relations