



2023

Sponsorship Opportunities

Questions? Please contact

Trish Overturf

Program Manager

Valley Industrial Association

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About the VIA

+THE VOICE OF THE MANUFACTURER

Mission:

The Valley Industrial Association will be a value-added partner to its members. This will be accomplished by providing strategic resources, member-focused education and connections for growth, helping our members to meet or succeed their business objectives.

Leadership:

Our Leadership goals are to find and secure the on-going, relevant and valuable resources that benefit local manufacturers.

Community Commitment:

The VIA partners with local school districts, and local representatives to promote career awareness and keep the voice of manufacturing alive in preparation for industry 4.0.

Our Values

Member Focused

Commitment to meeting our members needs and expectations

Industrial Community

Commitment to maintaining the "local" Connection and "grass roots" legacy of the VIA

Learning

Commitment to advancing knowledge/skills of the work place

Integrity

Commitment to the highest moral and ethical standards

Excellence

Commitment to be the best at what we do

EDUCATION

Professional Development training for:

- Executives
- HR
- Sales
- CFO/ Financial Leaders
- Marketing
- Excellence Forums
- Leadership Training
- Specialized Training

NETWORKING

- 4 Core Social Events for members to network with fellow manufacturers
- Member Networking Tours
- Occasional Member Partner after hours events
- Member 411

RESOURCES

- Salary Survey
- Benefits Survey
- HR Quick Survey
- HR, Safety & Environmental Hotlines
- Business Member discounts to services
- Anti-Sexual Harassment Training

The VIA Team



Pictured Left to Right:

Trish Overturf | Marketing & Events Manager

Kathy Gilmore | President of the VIA and President of GCAMP

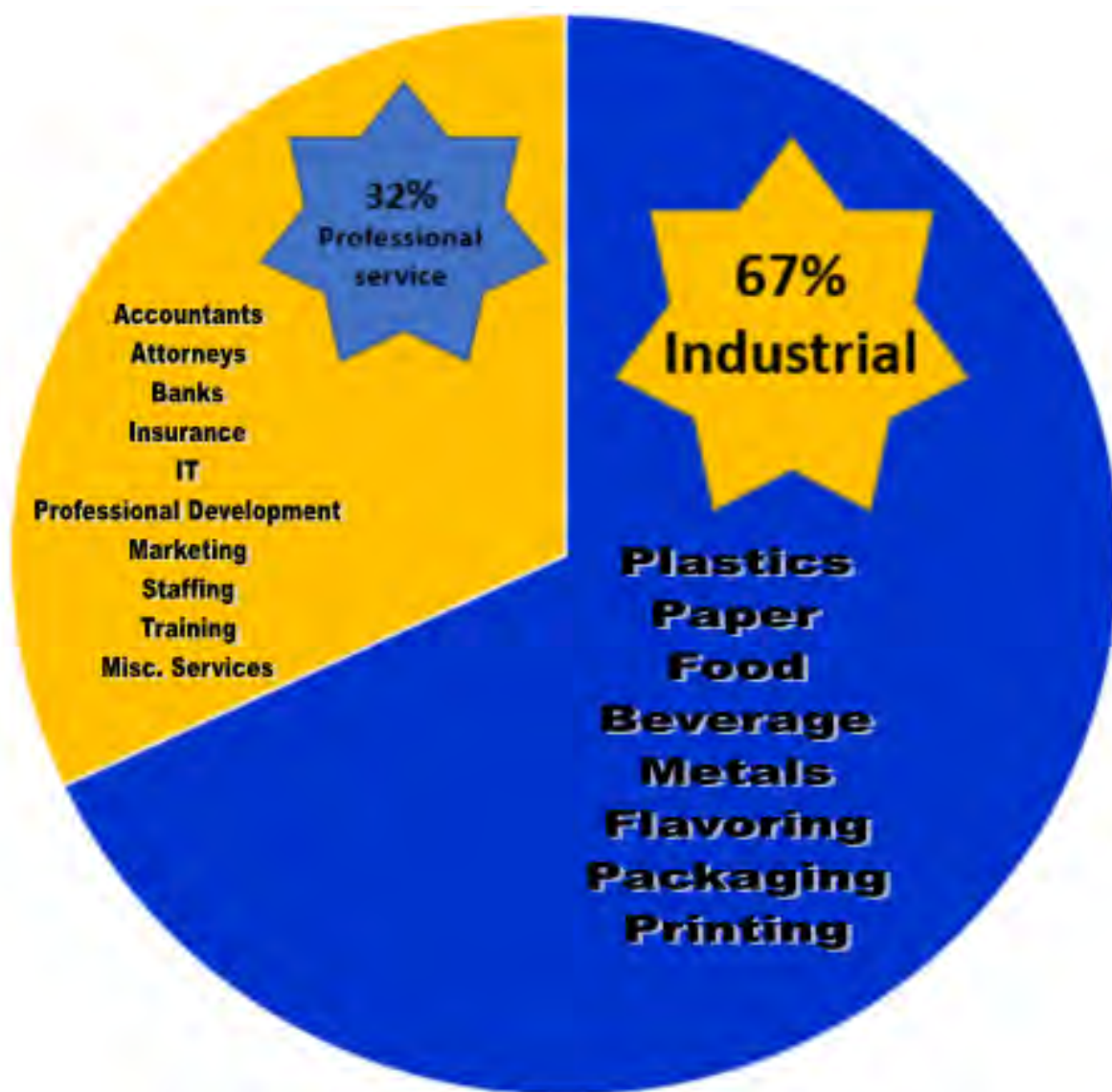
Molly Schiltz | Administrative Assistant

Dawn Curran | Executive Director of GCAMP and
VP of Workforce Development for the VIA

Sue Secondi | Director of Operations & Finance for the VIA and
Administrative Director for GCAMP

OUR MEMBERSHIP 2023

Our Association exists to support local Manufacturers & Industrial Companies. We have a large variety of types of Manufacturers, Distributors & Industrial Service Companies. We also have Professional Services involved to help support our efforts!



Platinum Annual Sponsor \$8,000



VIA Annual Sponsorship Package

☐ PLATINUM SPONSOR FOR ONE CORE NETWORKING EVENT

YOUR CHOICE OF:

BENCHMARKING FOR EXCELLENCE/SPARK AWARDS 4/26/2023

GOLF OUTING 6/26/2023

ANNUAL MEMBERSHIP LUNCHEON 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ **9 TOTAL SEATS FOR THE YEAR TO BE USED AT THE CORE EVENTS OF YOUR CHOICE**

BENCHMARKING FOR EXCELLENCE/SPARK AWARDS 4/26/2023

ANNUAL MEETING 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ **VENDOR TABLE AT EACH OF THE CORE NETWORKING EVENTS BELOW**

ANNUAL MEETING 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ **TWO BRANDED EMAIL BLASTS PER YEAR (MUST RESERVE DATES)**

☐ **SIGNAGE RECOGNITION AT ALL CORE NETWORKING EVENTS**

☐ **LOGO PLACEMENT ON WEEKLY CALENDAR EMAIL**

☐ **LOGO PLACEMENT ON VIA WEBSITE**

☐ **FULL PAGE AD IN THE QUARTERLY E-ZINE (ALL 4 ISSUES)**

January 2023

April 2023

July 2023

October 2023

☐ **FULL PAGE AD IN 2024 THE SOURCE (Released in Winter of 2023)**

☐ **COMPLIMENTARY USAGE OF THE VIA EDUCATION CENTER**

☐ **ENHANCED DIRECTORY LISTING IN THE 2024 SOURCE**

☐ **ENHANCED DIRECTORY LISTING ONLINE DIRECTORY DURING 2023 (Highest Level 5)**

☐ **COPY OF THE COMPENSATION SURVEY**

Gold Annual Sponsor \$6,000



VIA Annual Sponsorship Package

☐ GOLD SPONSOR FOR ONE CORE NETWORKING EVENT

YOUR CHOICE OF:

BENCHMARKING FOR EXCELLENCE/SPARK AWARDS 4/26/2023

GOLF OUTING 6/26/2023

ANNUAL MEMBERSHIP LUNCHEON 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ 6 TOTAL SEATS FOR THE YEAR TO BE USED AT THE CORE EVENTS OF YOUR CHOICE

BENCHMARKING FOR EXCELLENCE/SPARK AWARDS 4/26/2023

ANNUAL MEETING 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ VENDOR TABLE AT EACH OF THE CORE NETWORKING EVENTS BELOW

ANNUAL MEETING 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ TWO BRANDED EMAIL BLASTS PER YEAR (MUST RESERVE DATES)

☐ SIGNAGE RECOGNITION AT ALL CORE NETWORKING EVENTS

☐ LOGO PLACEMENT ON WEEKLY CALENDAR EMAIL

☐ LOGO PLACEMENT ON VIA WEBSITE

☐ 1/2 PAGE AD IN THE QUARTERLY E-ZINE (ALL 4 ISSUES)

January 2023

April 2023

July 2023

October 2023

☐ 1/2 PAGE AD IN THE 2024 SOURCE (Released in Winter of 2023)

COMPLIMENTARY USAGE OF THE VIA EDUCATION CENTER

☐ ENHANCED DIRECTORY LISTING IN THE 2024 SOURCE

☐ ENHANCED DIRECTORY LISTING ONLINE DIRECTORY DURING 2023 (Level 4)

☐ COPY OF THE COMPENSATION SURVEY

Silver Annual Sponsor \$4,000



VIA Annual Sponsorship Package

☐ **SILVER SPONSOR FOR ONE CORE NETWORKING EVENT**

YOUR CHOICE OF:

BENCHMARKING FOR EXCELLENCE/SPARK AWARDS 4/26/2023

GOLF OUTING 6/26/2023

ANNUAL MEMBERSHIP LUNCHEON 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ **3 TOTAL SEATS FOR THE YEAR TO BE USED AT THE CORE EVENTS OF YOUR CHOICE**

BENCHMARKING FOR EXCELLENCE/SPARK AWARDS 4/26/2023

ANNUAL MEETING 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ **VENDOR TABLE AT EACH OF THE CORE NETWORKING EVENTS BELOW**

ANNUAL MEETING 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ **TWO BRANDED EMAIL BLASTS PER YEAR (MUST RESERVE DATES)**

☐ **SIGNAGE RECOGNITION AT ALL CORE NETWORKING EVENTS**

☐ **LOGO PLACEMENT ON WEEKLY CALENDAR EMAIL**

☐ **LOGO PLACEMENT ON VIA WEBSITE**

☐ **1/4 PAGE AD IN THE QUARTERLY E-ZINE (ALL 4 ISSUES)**

January 2023

April 2023

July 2023

October 2023

☐ **1/4 PAGE AD IN THE 2024 SOURCE (Released in Winter of 2023)**

☐ **COMPLIMENTARY USAGE OF THE VIA EDUCATION CENTER**

☐ **ENHANCED DIRECTORY LISTING IN THE 2024 SOURCE**

☐ **ENHANCED DIRECTORY LISTING ONLINE DIRECTORY DURING 2023 (Level 3)**

☐ **COPY OF THE COMPENSATION SURVEY**

Bronze Annual Sponsor \$2,000



VIA Annual Sponsorship Package

☐ BRONZE SPONSOR FOR ONE CORE NETWORKING EVENT

YOUR CHOICE OF:

BENCHMARKING FOR EXCELLENCE/SPARK AWARDS 4/26/2023

GOLF OUTING 6/26/2023

ANNUAL MEMBERSHIP LUNCHEON 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ 2 TOTAL SEATS FOR THE YEAR TO BE USED AT THE CORE EVENTS OF YOUR CHOICE

BENCHMARKING FOR EXCELLENCE/SPARK AWARDS 4/26/2023

ANNUAL MEETING 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ VENDOR TABLE AT ONE CORE NETWORKING EVENTS OF YOUR CHOICE

ANNUAL MEETING 9/27/2023

ECONOMIC BREAKFAST 11/8/2023

☐ ONE BRANDED EMAIL BLASTS PER YEAR (MUST RESERVE DATES)

☐ SIGNAGE RECOGNITION AT ALL CORE NETWORKING EVENTS

☐ LOGO PLACEMENT ON WEEKLY CALENDAR EMAIL

☐ LOGO PLACEMENT ON VIA WEBSITE

☐ 1/4 PAGE AD IN THE QUARTERLY E-ZINE (ALL 4 ISSUES)

January 2023

April 2023

July 2023

October 2023

☐ 1/4 PAGE AD IN THE 2024 SOURCE (Released in Winter of 2023)

☐ COMPLIMENTARY USAGE OF THE VIA EDUCATION CENTER

☐ ENHANCED DIRECTORY LISTING IN THE 2024 SOURCE

☐ ENHANCED DIRECTORY LISTING ONLINE DIRECTORY DURING 2023 (Level 2)

☐ COPY OF THE COMPENSATION SURVEY

BENCHMARKING FOR EXCELLENCE AWARDS

APRIL 26, 2023
@Arrowhead
Golf Club



SINGLE CORE EVENT SPONSORSHIP

PLATINUM: \$3,500

- Introduction/recognition and Thank You at event
- 1-3 minute speaking opportunity at event
- Platinum Sponsor Sign at Event
- Logo placement on printed invitation, event page, table tent & invite
- 4 attendees to event

GOLD: \$2,000

- Recognition and Thank You from Podium at event
- Logo placement on printed invitation, event page, table tent & email invite
- Gold Sponsor Sign at Event
- 2 attendees to event

Silver: \$1,500

- Recognition and Thank You from Podium at event
- Logo placement on printed invitation, event page, table tent & email invite
- Silver Sponsor Sign at Event
- 1 attendees to event

Bronze: \$1,000

- Recognition and Thank You from Podium at event
- Logo placement on printed invitation, event page, table tent & email invite
- Bronze Sponsor Sign at Event

AWARD: \$1,000 (6)

- Logo recognition at the event
- Award Sponsor & Presenter

SIGNATURE DRINK SPONSOR: \$750 (3)

- Logo recognition at the event
- Signage displayed at the bar

WINE SPONSOR: \$500 (3)

- Logo recognition at the event
- Signage displayed on dinner tables

DESSERT SPONSOR: \$500 (2)

- Logo recognition at the event

GIFT SPONSOR: \$500

- Logo recognition at the event

SIGN SPONSOR: \$500

- Logo recognition at the event

PHOTOGRAPHY SPONSOR: \$500

- Logo recognition at the event

GOLF OUTING
JUNE 26, 2023



SINGLE CORE EVENT

PLATINUM SPONSOR:	\$3,500
GOLD SPONSOR:	\$2,000
SILVER SPONSOR:	\$1,500
BRONZE SPONSOR:	\$1,000
DINNER SPONSOR:	\$1,000
AM COCKTAIL SPONSOR:	\$1,000
COCKTAIL HOUR:	\$1,000
BEER SPONSOR:	\$1,000
HOLE-IN-ONE:	\$1,000
LUNCH SPONSOR:	\$1,000
HOLE MEET/GREET:	\$650
HOLE SPONSOR:	\$200 (signage only)
DRIVING RANGE:	\$500
CONTEST SPONSORS:	\$450 per Contest
<i>LONGEST PUTT, CLOSEST TO THE PIN, LONGEST DRIVE</i>	
GOODIE BAG:	\$150

PLATINUM SPONSORSHIP INCLUDES:

- INTRODUCTION/WELCOME OPPORTUNITY
- RECOGNITION AT EVENT
- LOGO PROMINENTLY DISPLAYED AT EVENT & IN PROMOTIONAL MATERIALS
- HOLE MEET & GREET
- GOLF FOR 2
- PROMO ITEM IN THE GOODIE BAG

GOLD SPONSORSHIP INCLUDES:

- INTRODUCTION/WELCOME TABLE OPPORTUNITY
- RECOGNITION AT EVENT
- LOGO PROMINENTLY DISPLAYED AT EVENT & IN PROMOTIONAL MATERIALS
- HOLE MEET & GREET
- GOLF FOR 1
- PROMO ITEM IN THE GOODIE BAG

SILVER SPONSORSHIP INCLUDES:

- RECOGNITION AT EVENT
- LOGO PROMINENTLY DISPLAYED AT EVENT & IN PROMOTIONAL MATERIALS
- HOLE SPONSOR (sign only)
- RECEPTION FOR 1
- PROMO ITEM IN THE GOODIE BAG

BRONZE SPONSORSHIP INCLUDES:

- RECOGNITION AT EVENT
- LOGO PROMINENTLY DISPLAYED AT EVENT & IN PROMOTIONAL MATERIALS
- HOLE SPONSOR (sign only)
- RECEPTION FOR 1
- PROMO ITEM IN THE GOODIE BAG

**ANNUAL
MEETING/
MEMBERSHIP
LUNCHEON
SEPTEMBER 27,
2023 @
Arrowhead Golf
Club**



SINGLE CORE EVENT SPONSORSHIP

PLATINUM: \$3,500

- Introduction/recognition and Thank You at event
- 1-3 minute speaking opportunity at event
- Platinum Sponsor Sign at Event
- Logo placement on printed invitation, event page, table tent & invite
- 4 attendees to event
- Promo item for each guest, i.e. pen and paper (you provide)

GOLD: \$2,000

- Recognition and Thank You from Podium at event
- Logo placement on printed invitation, event page, table tent & email invite
- Gold Sponsor Sign at Event
- 2 attendees to event

Silver: \$1,500

- Recognition and Thank You from Podium at event
- Logo placement on printed invitation, event page, table tent & email invite
- Silver Sponsor Sign at Event
- 1 attendees to event

Bronze: \$1,000

- Recognition and Thank You from Podium at event
- Logo placement on printed invitation, event page, table tent & email invite
- Bronze Sponsor Sign at Event

TABLE OF 8 SPONSOR: \$700

- Reserved table of 8
- Logo on table
- Recognition from podium

VENDOR TABLE: \$350

- Vendor Table in the Exhibit Area and 1 Attendee to Event

ECONOMIC FORECAST NOVEMBER 8, 2023

Eagle Brook
Country Club



SINGLE CORE EVENT SPONSORSHIP

PLATINUM: \$3,500

- Introduction/recognition and Thank You at event
- 1-3 minute speaking opportunity at event
- Platinum Sponsor Sign at Event
- Logo placement on printed invitation, event page, table tent & invite
- 4 attendees to event
- Promo item for each guest, i.e. pen and paper (you provide)

GOLD: \$2,000

- Recognition and Thank You from Podium at event
- Logo placement on printed invitation, event page, table tent & email invite
- Gold Sponsor Sign at Event
- 2 attendees to event

Silver: \$1,500

- Recognition and Thank You from Podium at event
- Logo placement on printed invitation, event page, table tent & email invite
- Silver Sponsor Sign at Event
- 1 attendees to event

Bronze: \$1,000

- Recognition and Thank You from Podium at event
- Logo placement on printed invitation, event page, table tent & email invite
- Bronze Sponsor Sign at Event

TABLE OF 8 SPONSOR: \$700

- Reserved table of 8
- Logo on table
- Recognition from podium

VENDOR TABLE: \$350

- Vendor Table in the Exhibit Area and 1 Attendee to Event

WOMEN'S BREAKFAST

April 14, 2023



SINGLE EVENT SPONSORSHIP

SPEAKER SPONSOR: \$1,500

- Introduction/recognition and Thank You at event
- 1-3 minute speaking opportunity at event
- Vendor table
- Speaker Sponsor Sign at Event
- Logo placement on printed invitation, event page, table tent & invite
- Sponsor may provide VIA a logo item at each place setting
- 2 attendees to event

PLATINUM SPONSOR: \$1,000

- Introduction/recognition and Thank You at event
- 1-3 minute speaking opportunity at event
- Vendor table
- Platinum Sponsor Sign at Event
- Logo placement on printed invitation, event page, table tent & invite
- 2 attendees to event

GOLD SPONSOR: \$750

- Recognition and Thank You from Podium at event
- Logo placement on printed invitation, event page, table tent & email invite
- Vendor Table
- 1 attendee to event

TABLE OF 8 SPONSOR: \$450

- Reserved table of 8
- Logo on table
- Recognition from podium

VENDOR TABLE: \$250

- Vendor Table in the Exhibit Area and 1 Attendee to Event

WOMEN'S LUNCHEON

August 25, 2023



SINGLE EVENT SPONSORSHIP

SPEAKER SPONSOR: \$1,500

- Introduction/recognition and Thank You at event
- 1-3 minute speaking opportunity at event
- Vendor table
- Speaker Sponsor Sign at Event
- Logo placement on printed invitation, event page, table tent & invite
- Sponsor may provide VIA a logo item at each place setting
- 2 attendees to event

PLATINUM SPONSOR: \$1,000

- Introduction/recognition and Thank You at event
- 1-3 minute speaking opportunity at event
- Vendor table
- Platinum Sponsor Sign at Event
- Logo placement on printed invitation, event page, table tent & invite
- 2 attendees to event

GOLD SPONSOR: \$750

- Recognition and Thank You from Podium at event
- Logo placement on printed invitation, event page, table tent & email invite
- Vendor Table
- 1 attendee to event

TABLE OF 8 SPONSOR: \$450

- Reserved table of 8
- Logo on table
- Recognition from podium

VENDOR TABLE: \$250

- Vendor Table in the Exhibit Area and 1 Attendee to Event

A- LA-CARTE SPONSORSHIP OPTIONS



2024 SOURCE GUIDE: \$300-\$1,500 (Fall of 2023)

- Display Ad (depending on size and location of ad)
- Enhanced member listing in directory section

MEMBER SPOTLIGHT EBLAST: \$300

- Dedicated Email Blast about your company
- Eblast out on the designated Friday morning
- Distributed to over 1,100+ VIA members and contacts
- Social Media (FB) repost of Member Spotlight

PROFESSIONAL GROUP - PROGRAM SPONSOR: \$500

- Logo Placement on Event Promotional Materials
- Marketing Introduction at the beginning of the event
- Screen/Slide Thank You with Logo presented prior to the event
- Thank You Signage at the Sign-in of the event



**Thank You
for your
consideration**

Questions? Please contact

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