



Annual Induction Weekend Events

2022 Induction Weekend, held April 29 and 30, at venues in Town Center of Virginia Beach, saw the Virginia Sports Hall of Fame host its first Induction events since 2019. The Hall of Fame welcome 11 new inductees as part of the Classes of 2020 and 2022, and also recognized a Distinguished Virginian for using sports as a philanthropic platform.

Engagement

- Friday, April 29 – **Welcome Party** – Three Notch'd Craft Kitchen & Brewery
 - Small welcome event for the inductees and their families, and sponsors
 - Hall of Fame and Three Notch'd collaborated on Enshrined Pale Ale
 - ESPN Radio 94.1, and WLNI (Lynchburg) both broadcast live remotes
- Saturday, April 30 – **Breakfast with Champions**
 - Family friendly event featuring the new classes of inductees
 - Event featured a Q&A, and autograph session
 - 300+ in attendance
- Saturday, April 30 – **VIP Reception & 2023 Induction Ceremony**
 - Large scale reception to allow attendees to engage with inductees
 - Formal induction into the Hall of Fame
 - 450 in attendance

Statewide Media Coverage

The Hall of Fame received coverage throughout the induction cycle from the following media outlets. The induction cycle runs from the moment the class is announced, through the post induction weekend coverage:

- WAVY-TV, WVEC-TV, WTKR-TV, WSET-TV (Lynchburg), WTVR-TV (Richmond)
- ESPN Radio 94.1, WLNI (Lynchburg), Sports 106.1 FM (Richmond)
- The Virginian-Pilot, The Richmond Times-Dispatch, The Augusta Free Press, The Roanoke Times, ODUSports.com

Social Media Metrics and Content

Over **1-million** impressions from Induction related posts from November 2021 through May 2022 across all HoF platforms

- Facebook, Twitter, Instagram, LinkedIn, Youtube
- Hall Call Interview Series episodes with incoming inductees

Looking ahead to 2023 and our 50th Induction events, below is a timeline of what to expect:

- Sunday, November 5, 2022 – The Hall of Fame Honors Court Committee convenes to vote on the new class of inductees
- Late November/Early December – the Class of 2023 is formally announced with a statewide press release
- **April 21 and 22, 2023 – Virginia Sports Hall of Fame Induction Weekend**

