



2023 Induction Weekend Recap

2023 Induction Weekend, held April 21 and 22, at venues in Town Center of Virginia Beach, saw the Virginia Sports Hall of Fame celebrate the Class of 2023 and host the 50th Induction events in its history. The Hall of Fame welcomed 9 new inductees into its Hall of Honor, welcomed over 800 attendees to HOF events, provided numerous engagement opportunities for its supporters, and garnered media coverage across the Commonwealth of Virginia.

Engagement/Attendance

- Friday, April 21 – **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
 - Priority Auto Sports Radio 94.1, remote broadcast on site
- Saturday, April 22 – **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 22 – **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
- 130 confirmed hotel room nights** tied to 2023 Induction Weekend

Earned Media Coverage

The Hall of Fame received media coverage throughout the induction cycle (November - May) from outlets across the state. **Over 90 earned media segments** provided coverage and visibility for the 2023 Induction across television, radio, print, and digital platforms, including but not limited to:

- WAVY-TV, WVEC-TV, WTKR-TV, WSET-TV (Lynchburg), WSLS (Roanoke), 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

Social Media Metrics and Content

Over **1-million** impressions from Induction related posts from November 2022 through May 2023 across all HoF platforms

- Facebook, Twitter, Instagram, LinkedIn, Youtube
- #HallCall Interview Series** episodes with incoming inductees

Looking ahead to 2024, below is a timeline of what to expect:

- Sunday, November 5, 2023 – The Hall of Fame Honors Court Committee convenes to vote on the new class of inductees
- Late November – the Class of 2024 is formally announced with a statewide press release
- April 19 and 20, 2024 – Virginia Sports Hall of Fame Induction Weekend**

