



ANNUAL SPONSORSHIP OPPORTUNITIES

#ParticipateDontSpectate

A BRIEF HISTORY

For over half a century, the Virginia Sports Hall of Fame has carried the torch as the official state Hall of Fame for Virginia; honoring athletic excellence and serving as an advocate for sports at all levels. Our rich sporting tradition is highlighted by the over 300 athletes, coaches, and contributors that can call themselves Virginia Sports Hall of Fame inductees. Being a 501 (c) 3 nonprofit organization, the Hall of Fame has never achieved any level of success on its own, and our sponsors play a vital role in that success.

Through our events, programs, content, and community initiatives, the Hall of Fame is committed to celebrating everything that is great about sports in the Commonwealth of Virginia. Sponsor support at all levels, enables the Hall of Fame to continue honoring sports legends, while becoming a storyteller of the past, present, and future of Virginia sports. Our annual sponsors will have visibility and engagement opportunities across numerous events and programs that reach a passionate sports base here in Virginia; including, but not limited to:

Annual Induction Weekend Events




- Sponsor Welcome Reception
- Breakfast with Champions
- Hall of Fame Reception & Induction Ceremony

Annual Student-Athlete Achievement Awards

Annual Golf Classic Fundraiser

#HallCall Interview Series & Podcast



THE HALL OF FAME			STATS	2023
			Total impressions 2023 = 1.5M across all platforms	Full Court Press e-newsletter
Virginia Sports Hall of Fame 6,800+ followers	@vasportshof 1,200+ followers	@VaSportsHOF 1,900+ followers	72k website hits 27k users Vasportshof.com	4,000+ Monthly distribution

COMMITMENT TO THE COMMUNITY



The Virginia Sports Hall of Fame understands sports are just one tool that can be used in the development of Virginia's youth, and the Hall is committed to highlighting the importance of education and mental wellness for student-athletes throughout the Commonwealth. Through our initiatives, such as the **Student-Athlete Achievement Awards** scholarships and the **Youth Sports Mental Health & Wellness Alliance**, the Hall of Fame puts the spotlight on the future, by supporting today's student-athletes. Your support helps the Hall of Fame increase its commitment to Virginia's next generation of leaders.

To learn more visit www.VaSportsHOF.com/community



Youth Sports:
Coaching Positive
Mental Health

Bench the Stigma

Sunday, March 21
6:30-7:45 p.m.

Presented By:





ANNUAL SPONSORSHIP OPPORTUNITIES

PLATINUM	-	\$25,000
GOLD	-	\$10,000
SILVER	-	\$5,000
BRONZE	-	\$2,500

Our sponsors are essential to the future of the Virginia Sports Hall of Fame. The Hall is dedicated to creating a customized partnership that provides each sponsor with a unique platform to promote their business and initiatives while showing support for a nonprofit organization. We are very excited for you to become a sponsor and join us as we foster, promote, and preserve our state’s remarkable sports heritage. Let’s continue to provide the Commonwealth with a Hall of Fame all Virginian’s can be proud of. #ParticipateDontSpectate and become a Virginia Sports Hall of Fame Annual Sponsor!

We thank you for taking the time to review the opportunities and look forward to working with you in the future.

Sincerely,

Will Driscoll
Executive Director, Virginia Sports Hall of Fame
driscollw@VaSportsHOF.com



PLATINUM \$25,000 / year

- Recognized as Presenting Sponsor at all Hall of Fame events
- Logo and company name presented prominently on Hall of Fame's website home page
- Sponsor recognition and logo on all marketing materials of events and programs (print, digital, and social media)
- Sponsor will have the opportunity to have executive recognition at all events and programs
- Signage with sponsor logo present at all Hall of Fame events
- Sponsor will have marketing and promotional opportunities at Hall of Fame events, where available
- Sponsor recognition during all media appearances promoting Hall of Fame events and programs
- Tickets to all Hall of Fame sponsored programs, including Induction Weekend events. The Hall will work with the sponsor on a per event basis due to changing venue capacities
- Volunteer opportunities for sponsor employees at all Hall of Fame events
- Monthly customized social media opportunities
- 1 foursome in each annual Golf Classic fundraiser (Central VA, and Virginia Beach)
- Full page ad in Induction Ceremony program
- Ability to nominate future inductees
- Ability to recommend future board member for Hall of Fame Foundation
- Subscription to the Full Court Press e-newsletter
- Sponsor representation on Student-Athlete Achievement Awards Selection Committee
- Volunteer opportunities for sponsor employees at all Hall of Fame events



GOLD \$10,000 / year

- Logo and company name presented prominently on Hall of Fame's website home page
- Sponsor recognition and logo on all marketing materials of events and programs (print, digital, and social media)
- Signage with sponsor logo present at all Hall of Fame events
- Sponsor will have marketing and promotional opportunities at Hall of Fame events, where available
- Sponsor recognition during all media appearances promoting Hall of Fame events and programs
- Tickets to all Hall of Fame sponsored programs, including Induction Weekend events. The Hall will work with the sponsor on a per event basis due to changing venue capacities
- 6 customized digital media opportunities per calendar year
- Foursome (1) in annual Golf Classic
- Full page ad in Induction Ceremony program
- Ability to nominate future inductees
- Ability to recommend future board member for Hall of Fame Foundation
- Subscription to the Full Court Press e-newsletter
- Sponsor representation on Student-Athlete Achievement Awards Selection Committee
- Volunteer opportunities for sponsor employees at all Hall of Fame events



SILVER \$5,000 / year

- Logo and Company listed as annual sponsor with click-through activation on Hall of Fame's website
- Sponsor recognition and logo on all digital marketing of events and programs
- Signage with sponsor logo present at all Hall of Fame events
- Tickets to all Hall of Fame sponsored programs, including Induction Weekend events. The Hall will work with the sponsor on a per event basis due to changing venue capacities
- 3 customized digital media opportunities per calendar year
- Foursome (1) in annual Golf Classic
- Full page ad in Induction Ceremony program
- Ability to nominate future inductees
- Subscription to the Full Court Press e-newsletter
- Sponsor representation on Student-Athlete Achievement Awards Selection Committee
- Volunteer opportunities for sponsor employees at all Hall of Fame events



BRONZE \$2,500 / year

- Logo and Company listed as annual sponsor with click-through activation on Hall of Fame's website
- Sponsor recognition and logo on all digital marketing of events and programs
- Signage with sponsor logo present at all Hall of Fame events
- Tickets to all Hall of Fame sponsored programs, including Induction Weekend events. The Hall will work with the sponsor on a per event basis due to changing venue capacities
- 2 customized digital media opportunities per calendar year
- Hole sponsorship at annual Golf Classic
- Half page ad in Induction Ceremony program
- Ability to nominate future inductees
- Subscription to the Full Court Press e-newsletter
- Sponsor representation on Student-Athlete Achievement Awards Selection Committee
- Volunteer opportunities for sponsor employees at all Hall of Fame events



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 history. The Hall of Fame welcomed 9 new inductees into its Hall of Honor, welcomed over 900 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 - **Sponsor Welcome Reception** - Three Notch'd Craft Kitchen & Brewery
 - Small welcome event for the inductees and their families, and sponsors
 - 75-100 in attendance
 - 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
 - 330 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
 - 500 in attendance

130 confirmed hotel room nights tied to 2023 Induction Weekend

HOF In The News

Throughout the induction cycle (November - May) the Hall of Fame received coverage from **over 90 earned media segments** from statewide media outlets.

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



STUDENT-ATHLETE ACHIEVEMENT AWARDS

The Hall of Fame's annual Student-Athlete Achievement Awards is a community focused initiative aimed at recognizing high school student-athletes that excel academically, and are engaged within their communities. In 2022, the Hall awarded \$15,750 in scholarships, and is actively working to increase that amount. This is a statewide initiative that is open to all juniors/seniors attending a Virginia high school.

Engagement

- Nomination Period, August 1, 2022 - October 21, 2022
 - Requirements include minimum 3.0 GPA, letter in at least 1 VHSL/VISAA sanctioned sport, and letter of recommendation/essay submissions
 - 120 nominations received in 2022, from 47 Virginia cities and counties
 - Nominations have increased each of the last 5 years
- Selection Committee, November 2022
 - Meets in November to review all nominations
 - 16 finalists chosen (minimum 4 boys and 4 girls)
 - Top 4 scores are selected as Student-Athletes of the year (5 selected in 2022 due to a tie)
 - Committee is made up of Student-Athlete Achievement Awards supporters
 - Sponsors have the ability to be represented on the committee
- Student-Athlete Achievement Awards Reception - February 5, 2023
 - Reception & Awards Ceremony held in the Priority Lounge at SB Ballard Stadium
 - Finalists, families, and supporters invited to attend from across VA
 - Inductee or well known sports figure serves as keynote speaker
 - Student-Athletes are all profiled during the event
 - Student-Athletes of the Year are announced, and receive \$1,500 each
 - Remaining finalists each received \$750 awards

Statewide Media Coverage

The Hall of Fame Student-Athlete Achievement Awards received media coverage throughout the state, both during the nomination period, as well as following our scholarship awards

- WAVY-TV, WTKR-TV, WFXR-TV (Lynchburg)
- ESPN Radio 94.1, Sports 106.1 FM (Richmond)
- The Virginia-Pilot, The Richmond Times-Dispatch, The Augusta Free Press, The Roanoke Times, Loudoun Times Mirror, The Daily Progress (Charlottesville), Bristol Herald-Courier

Social Media Metrics and Content

Over **150,000** impressions from SAAA related posts from the nomination period to the scholarship reception across all HoF platforms:

- Facebook, Twitter, Instagram, LinkedIn
- 1,000+ link clicks from targeted ads directly to the SAAA nomination page on the HOF website



YOUTH SPORTS MENTAL HEALTH & WELLNESS ALLIANCE

Beginning in 2019, the Virginia Sports Hall of Fame has created programming and content focused on mental health & wellness for youth athletes. First, through the **Youth Sports: Coaching Positive Mental Health** forum series, and now the **Youth Sports Mental Health & Wellness Alliance**, the Hall of Fame and its partner, the Children's Hospital of the King's Daughters, are mobilizing youth sports stakeholders to increase the conversation and decrease the stigma around mental health in sports. To date 40 unique organizations participate in and support the Alliance's efforts.

The Alliance objectives are as follows:

- Identify mental health trends and concerns in youth sports.
- Provide expertise and ideas for mental health and wellness programs for coaches, parents, and athletes.
- Share mental health educational resources.
- Promote, market, and advocate for youth sports mental health and wellness programs.

In 2023, the Hall of Fame has spearheaded the **#SportsMentalHealthMonday** social media campaign where we have provided consistent content and conversation beyond just Mental Health Awareness Month (May) and Suicide Prevention Month (September). Goals for the Alliance in 2024 include:

- Strengthening the brand of the Alliance
- Strengthening member engagement
- Content Development
 - New social media campaign
 - PSA's
- Event Creation
 - Sports & Mental health focused symposium



A Pandemic Playbook: Mental Wellness for Student-Athletes

Presented By:



More information can be found at: <https://vasportshof.com/youth-sports-mental-health-wellness-alliance/>

#HALLCALL INTERVIEW SERIES & PODCASTS

In July 2019, the Hall of Fame launched its newest content platform, the #HallCall Podcast. The Hall of Fame uses this platform to feature its inductees, but also topical figures and issues in Virginia sports. What was first an audio podcast, has now transitioned to a video interview series platform, with interviews being broadcast on our Facebook Live page. The Virginia Sports Hall of Fame recognizes the importance of providing digital content for its supporters, and its partners. Whether audio or video, our goal remains the same; to provide our supporters and sports fans with unique and topical conversations with connections to sports in Virginia.

- 74 episodes recorded to date (August 2019 - present)
- Long-form interview series.
- Frequency: 1-2 per month
- Video Interviews average over 500 views
- Audio form available on Apple Podcasts, Spotify, and Soundcloud



NEW SPONSOR INFORMATION

name

company

address

contact#

email

SELECT SPONSORSHIP LEVEL

☐ BRONZE

☐ GOLD

☐ SILVER

☐ PLATNIUM

☐ Wish to be invoiced

*Please make checks payable to Virginia Sports Hall of Fame or
visit www.vasportshof.com for additional payment options.*

PLEASE REMIT PAYMENT TO:

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#ParticipateDontSpectate