



**Invitation to Partner with the NAACP Virginia State Conference's 90th Annual Convention
90 Years of Advocacy: Honoring Our Past, Shaping Our Future**

Dear Supporter,

On behalf of the NAACP Virginia State Conference, we are delighted to invite you to attend our 90th Annual State Convention. We are excited to convene at the Marriott Downtown in Richmond, Virginia, from Friday, October 24 - Sunday, October 26, 2025. The NAACP Virginia State Conference is the Commonwealth's largest civil rights advocacy organization. We comprise 100 branches, youth councils, and college chapters, with a membership of over 12,000.

In our 90 years, we have been instrumental in eliminating segregation in public schools, fighting against racial practices in our justice system, and ending wrongful denials in voter registration. Today, the NAACP Virginia State Conference protects historical integrity and justice in education through legislative advocacy and litigation, preserving diversity, equity, and inclusion policies, fighting for Voting Rights and expanded access, and the automatic restoration of voting rights.

Becoming a partner in our convention will allow you to:

- **Demonstrate Leadership in Civil Rights Advocacy:** Align your brand with an event that promotes equity and social inclusion.
- **Reach an Engaged Audience:** Connect with advocates, community leaders, influencers, and decision-makers who are committed to expanding human and civil rights, eliminating discrimination, and accelerating the well-being, education, and economic security for Black Virginians and all Virginians.
- **Enhance Brand Visibility:** Your logo will appear on event signage, our website, and all promotional materials, ensuring broad exposure to a highly engaged audience.
- **Exclusive Networking:** Take part in meaningful networking opportunities with influential speakers and advocates from the civil rights community.
- **Social Impact:** Show your commitment to positive social change and the values of diversity, equity, and inclusion.

This year, we have crafted convention partnership packages and are introducing exclusive sponsor packages for our Freedom Fund Gala: A Black Tie Affair. We have included a detailed partnership package outlining the different levels and corresponding benefits. We are delighted at the possibility of collaborating on a sponsorship with your corporation arrangement tailored to meet your business objectives.

Your support as a corporate partner will play a significant role in our ongoing efforts for an inclusive Virginia while ensuring the political, educational, and social equality of rights for all. It will also contribute to our mission to achieve equity, political rights, and social inclusion. We sincerely believe your participation will demonstrate your commitment to our cause and inspire others to join us in our continued fight for civil rights.

We are eager to discuss our opportunities with you. Please get in touch with Karen E. Jones, Director of Administration, at (804) 269-4335 or kjones@naacpva.org to schedule a meeting or phone call.

We look forward to your partnership to make our 90th Annual Convention a success! Thank you for your time and consideration.

In Community,

Rev. Cozy Bailey

Rev. Cozy Bailey
President

DarrylInn Franklin

DarrylInn Franklin
Convention Planning Chair

Convention Partnership Opportunities

Title Partnership Package

- 1 Sponsored Table for Saturday Luncheon
- 20 Tickets to Freedom Fund VIP Reception
- 2 Sponsored Tables at Freedom Fund Event with prominent placement
- Logo Placement opportunities on promotional and marketing materials
- Logo Placement on signage at all programs and events
- Full Page Color Ad in Convention Program Booklet
- Full Page Color Ad in Freedom Fund Program Journal
- Greeting Opportunity at Public Meeting
- Greeting Opportunity at Freedom Fund event
- Social Media Acknowledgement
- Virginia NAACP Website Recognition through August 2026
- Special Commemorative Gift
- Opportunity to include your corporation's promotional brochure and/or promotional gift in the convention bag
- Exhibit Booth Space
- Sign, banner, or logo featured throughout the convention
- Acknowledgment at Virginia State Conference events 2025 *

\$50,000

Platinum Partnership Package

- 5 Tickets for Saturday Luncheon
- 10 Tickets to Freedom Fund VIP Reception
- 1 Sponsored Table at Freedom Fund Event with prominent placement
- Logo Placement on signage at all programs and events
- Full Page Color Ad in Convention Program Booklet
- Full Page Color Ad in Freedom Fund Program Journal
- Greeting Opportunity at Freedom Fund event
- Social Media Acknowledgement
- Virginia NAACP Website Recognition through August 2026
- Special Commemorative Gift
- Opportunity to include your corporation's promotional brochure and/or promotional gift in the convention bag
- Exhibit Booth Space
- Sign, banner, or logo featured throughout the convention

\$25,000

Convention Partnership Opportunities



Youth & College Leadership Development Partnership Package

- 5 Tickets for Saturday Luncheon
- 10 Tickets to Freedom Fund VIP Reception
- 1 Sponsored Table at Freedom Fund Event
- Logo Placement on signage at all programs and events
- Sponsorship Acknowledgement in Souvenir Journal
- Full Page Color Ad in Convention Program Booklet
- Full Page Color Ad in Freedom Fund Program Journal
- Greeting Opportunity at Freedom Fund
- Greeting Opportunity at Youth and College Event
- Social Media Acknowledgement
- Virginia NAACP Website Recognition through August 2025
- Special Commemorative Gift
- Opportunity to include your corporation's promotional brochure and/or promotional gift in convention bag
- Exhibit Booth Space
- Sign, banner or logo featured throughout the convention

\$15,000



Contributing Partnership Package

- 5 Tickets to Freedom Fund VIP Reception
- 5 Tickets to the Freedom Fund Gala
- Full Page Black and White Ad in Convention Program Booklet
- Exhibit Booth Space

\$5,000



Convention Program Advertisements

Small Business

- Color | Full Page \$750 | Half Page \$500
- BW | Full Page \$500 | Half Page \$300

Nonprofit

- Color | Full Page \$500 | Half Page \$350
- BW | Full Page \$350 | Half Page \$200

Freedom Fund Gala Sponsorship Opportunities

Premier Sponsor

- 10 entrants to the VIP Reception
 - 2 sponsored tables (20 dinner tickets)
 - Sponsorship recognition during the dinner
 - Sponsorship recognition on naacpva.org
 - Preferred table placement during the dinner
- \$15,000**

Gold Sponsor

- 4 entrants to the VIP Reception
 - 1 sponsored table (10 dinner tickets)
 - Sponsorship recognition during the dinner
 - Sponsorship recognition on naacpva.org
 - Preferred table placement during the dinner
- \$5,000**

Silver Sponsor

- 1 entrant to the VIP Reception
 - 1 sponsored table (10 dinner tickets)
 - Sponsorship recognition during the dinner
 - Sponsorship recognition on naacpva.org
- \$3,500**

Bronze Sponsor

- 1 entrant to the VIP Reception
 - 1 dinner ticket
 - Sponsorship recognition during the dinner
 - Sponsorship recognition on naacpva.org
- \$1,500**

Souvenir Journal Advertisements

Small Business

- Color | Full Page \$750 | Half Page \$500
- BW | Full Page \$500 | Half Page \$300

Nonprofit

- Color | Full Page \$500 | Half Page \$350
- BW | Full Page \$350 | Half Page \$200

Contact

Curated Partner and Sponsorship Opportunities

Contact us to create a partnership that aligns with the mission, advocacy, and goals of the Virginia NAACP. Learn more about our year-round programming and training.

We are eager to discuss our opportunities with you and look forward to your partnership to make our 90th Annual Convention a success!

For more information and to schedule a meeting

Karen E. Jones, Director of Administration
(804) 269-4335 | kjones@naacpva.org
www.naacpva.org