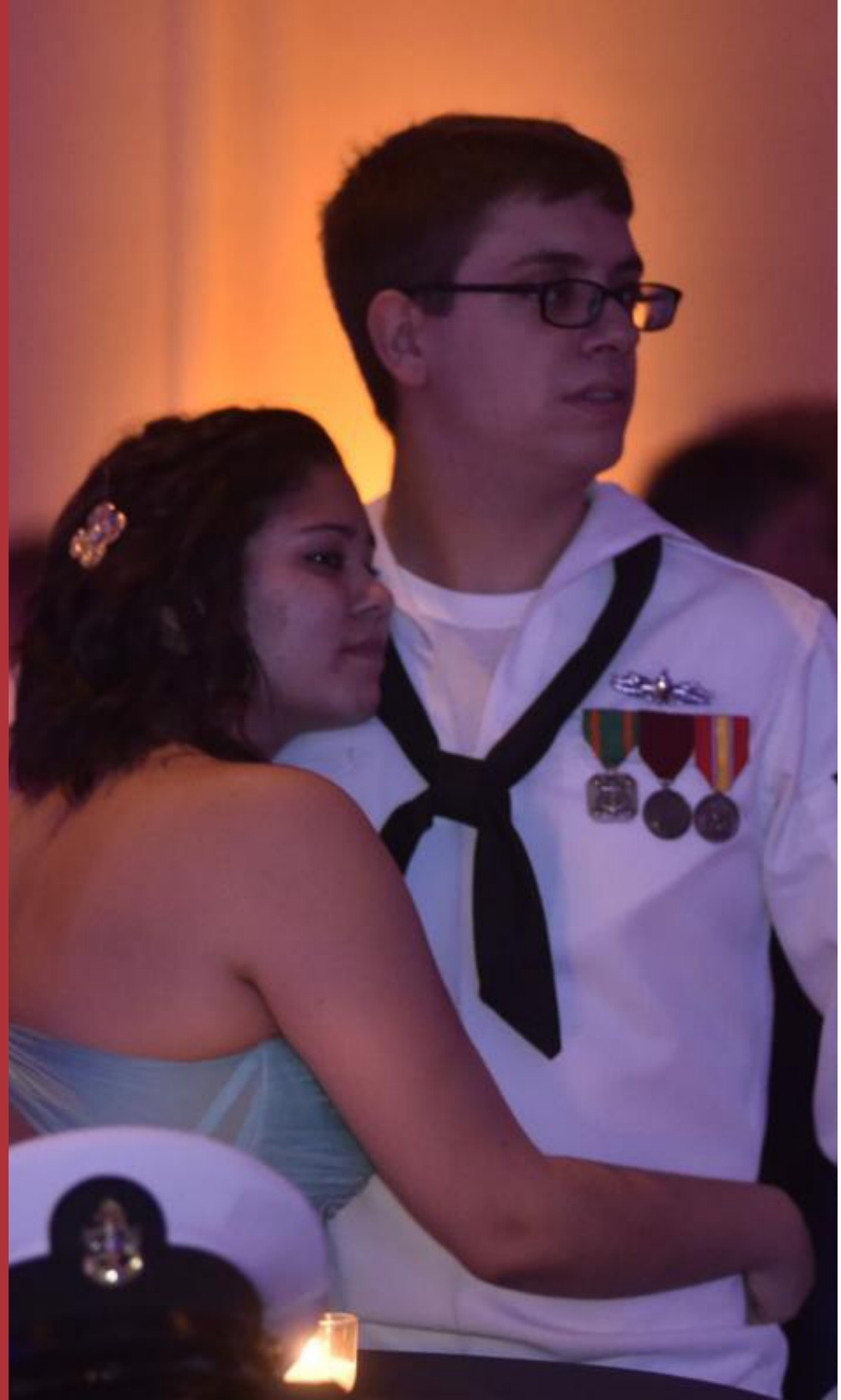
2019 Hampton Roads Navy Ball
PRESENTED BY UNITED CONCORDIA DENTAL

THE NAVY BALL
SPONSORSHIP OPPORTUNITIES

The Hampton Roads area is home to one of the world's largest populations of military personnel, with approximately 83,000 active duty military personnel.

source: Hampton Roads Chamber of Commerce

VIRGINIA MEDIA



THE NAVY BALL

The Navy Ball, a long standing naval tradition, is open to all ranks as well as local business and civic leaders interested in supporting our Navy community.

This is a formal dinner dance with a Master of Ceremonies. Dinner entertainment will be provided by the US Fleet Forces Band and a DJ will join the event for the dancing portion of the evening.

DATE:
October 17, 2020

LOCATION:
Virginia Beach Convention Center

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PARTNERSHIP OPPORTUNITY

PRESENTING SPONSOR

TOTAL INVESTMENT: $20,000

ON-SITE EVENT ACCESS

- Category exclusivity* and recognition as Presenting Sponsor
- Logo incorporated into event logo as Presenting Sponsor
- Opportunity to distribute and display marketing materials, promotional items and giveaways for lead generation and brand awareness
- Opportunity to speak during program
- Opportunity to present gifts/prizes to honorees
- Recognition on prominent event signage
- Recognition on presentation screens
- Table sign with company logo
- One table at **Navy Ball** (eight tickets)
- Eight tickets to VIP reception

DEDICATED ADVERTISING

Print*
- Four - half page color ads in *The Flagship Newspaper*

Digital*
- 250,000 targeted, programmatic ad impressions
- 100,000 geo-fenced, mobile ad impressions
- Email blast to 50,000 targeted recipients

PROMOTION

- Recognition as sponsor in the event listing on social media
- Logo recognition on event website with live link to sponsor URL of choice
- Sponsor logo placement/name mention in event promotional advertisements
- Rights to utilize event logo in pre-approved marketing
- Custom email confirmation to all paid attendees highlighting company as presenting sponsor with a special email reminder to follow

**Exclusivity only applies to Presenting and Red Carpet sponsorship levels.*

***All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*

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PARTNERSHIP OPPORTUNITY

RED CARPET SPONSOR

TOTAL INVESTMENT: $7,500

ON-SITE EVENT ACCESS

- Category exclusivity and recognition as Red Carpet Sponsor
- Custom branded backdrop to be used at **Navy Ball**. Backdrop will be staged with red carpet in a photo op area. Custom hashtags will be added to signage (#hrnavyball, #sponsoredredcarpet)
- Opportunity to distribute and display marketing materials, promotional items and giveaways for lead generation and brand awareness
- Recognition on event signage
- Opportunity to present gifts/prizes to honorees
- Recognition on presentation screens
- Table sign with company logo
- One table at **Navy Ball** (six tickets)
- Six tickets to VIP reception

DEDICATED ADVERTISING

Print*
- Three - half page color ads in *The Flagship Newspaper*

Digital*
- 100,000 targeted, programmatic ad impressions
- 50,000 geo-fenced, mobile ad impressions

PROMOTION

- Recognition as sponsor in the event listing on social media
- Logo recognition on event website with live link to sponsor URL of choice
- Sponsor logo placement/name mention in event promotional advertisements
- Rights to utilize event logo in pre-approved marketing
- Logo presence in all promotional pre-event advertising

**Exclusivity only applies to Presenting and Red Carpet sponsorship levels.*

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PARTNERSHIP OPPORTUNITY

VIP RECEPTION SPONSOR

TOTAL INVESTMENT: $5,000

ON-SITE EVENT ACCESS

- Opportunity to distribute and display marketing materials, promotional items and giveaways for lead generation and brand awareness
- Recognition on event signage
- Opportunity to present gifts/prizes to honorees
- Recognition on presentation screens
- Table sign with company logo
- One table at **Navy Ball** (six tickets)
- Six tickets to VIP reception

DEDICATED ADVERTISING

Print*
- Three - half page color ads in *The Flagship Newspaper*

Digital*
- 50,000 targeted, programmatic ad impressions
- 50,000 geo-fenced, mobile ad impressions

PROMOTION

- Recognition as sponsor in the event listing on social media
- Logo recognition on event website with live link to sponsor URL of choice
- Sponsor logo placement/name mention in event promotional advertisements
- Rights to utilize event logo in pre-approved marketing
- Logo presence in all promotional pre-event advertising

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PARTNERSHIP OPPORTUNITY

LATE NIGHT LOUNGE SPONSOR

TOTAL INVESTMENT: $5,000

ON-SITE EVENT ACCESS

- Opportunity to distribute and display marketing materials, promotional items and giveaways for lead generation and brand awareness
- Recognition on event signage
- Opportunity to present gifts/prizes to honorees
- Recognition on presentation screens
- Table sign with company logo
- One table at **Navy Ball** (six tickets)
- Six tickets to VIP reception

DEDICATED ADVERTISING

Print*
- Three - half page color ads in *The Flagship Newspaper*

Digital*
- 50,000 targeted, programmatic ad impressions
- 50,000 geo-fenced, mobile ad impressions

PROMOTION

- Recognition as sponsor in the event listing on social media
- Logo recognition on event website with live link to sponsor URL of choice
- Sponsor logo placement/name mention in event promotional advertisements
- Rights to utilize event logo in pre-approved marketing
- Logo presence in all promotional pre-event advertising

**All print and digital ads must run during a limited time-frame. See your Media Sales Executive for more details.*

TABLE SPONSOR

TOTAL INVESTMENT: $995

- Listing included on event signage
- One shared table at **Navy Ball** (four tickets)
- Listing in print promotional advertising
- Listing recognition on event website
- Signage at event table

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