



## VIRGINIA AUTOMOBILE DEALERS ASSOCIATION SPONSORSHIP BENEFITS

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### AMERICA. MADE IN VIRGINIA.

From the first English settlement at Jamestown, to the ideals of democracy forged in Williamsburg, to the final victory at Yorktown, Virginia has shaped America's history. As we approach the 250th anniversary of the United States, the Virginia American Revolution 250 Commission (VA250) is leading a statewide commemoration to educate, engage, and inspire Virginians in every community to honor and celebrate that legacy.

Virginia led the way in creating the nation we all share. Now, as we mark 250 years of American Independence, Virginia's American Revolution 250 Commission (VA250) is leading the movement to renew our mutual commitment to the ideas at its core.

We invite the members of the Virginia Automobile Dealers Association (VADA) to stand with VA250 as leaders behind this once-in-a-generation event. Your support will help us reach communities across the Commonwealth and will have a tangible impact locally and statewide through the following initiatives:

- **Signature Events:** Large-scale experiences highlighting pivotal moments and contributions that shaped America's founding.
- **Educational Exhibits:** Exhibitions bringing Virginia's history to schools and communities statewide.
- **Programs and Grants:** Educational resources and grants to support educators and local commemorative activities.
- **Economic Impact:** Drive tourism and long-term economic growth in local communities across the Commonwealth.

Partnering with VA250 positions your dealership as a community leader through co-branding opportunities and statewide recognition. Together, we can reconnect Virginians with their past and inspire them to "...form a more perfect union."



## Dealer Sponsor Benefits

VA250 is pleased to offer the following recognition opportunities to our dealer sponsors.

### **\$25,000**

- Personalized “America. Made in Virginia.” video with your dealership’s name and logo formatted to use in your showroom, social media channels, and website.
- Includes all benefits below

### **\$10,000:**

- VIP access to select VA250 events through 2028
- Includes all benefits below

### **\$5,000:**

- Dedicated social media post on all VA250 social media channels highlighting your dealership’s commitment to VA250
- Includes all benefits below

### **\$1,000**

- Recognition by VA250 Commission and the General Assembly as an official Commemorative Partner
- Listing on the VA250 website
- Access to VA250’s digital toolkit: sample social media posts, press release template, official VA250 Certificate of Recognition, plaque/window decal, and educational materials
- Use of the VA250 logo in promotional materials and special commemorative products (terms apply, licensing agreement is a requirement)

**Please send an email to [partner@va250.virginia.gov](mailto:partner@va250.virginia.gov) to explore a customized package for your dealership.**