

# 34<sup>th</sup> ANNUAL VALOR AWARDS



## SPONSORSHIP OPPORTUNITIES

**VALOR RVA**

SERVING RVA'S FIRST RESPONDERS

# THE ANNUAL VALOR AWARDS

***December 10, 2024 – 7:30 am – 9:30 am***  
***Greater Richmond Convention Center***

The Annual Valor Awards is a signature regional event celebrating the selfless acts of our area's First Responders. The awards honor local Law Enforcement Officers, Firefighters, and Emergency Services personnel who have performed exceptional acts of courage, putting themselves at risk and personal injury.

The Valor Awards are presented by Valor RVA, Inc. (formerly The 100 Club RVA Inc.), a 501c (3) organization dedicated to supporting First Responders in the greater Richmond area. Now in its 34th year, the Valor Awards ceremony provides the opportunity for the community to thank these brave men and women for their sacrifices and service. Truly a celebration for the Greater Richmond Region, nominees are submitted by EMS, Fire, and Police Chiefs from surrounding jurisdictions (City of Richmond, Town of Ashland, and Counties of Hanover, Henrico, Goochland, and Powhatan) as well as Richmond Ambulance Authority, University of Richmond Police, Virginia Commonwealth University Police, and Virginia State Police.

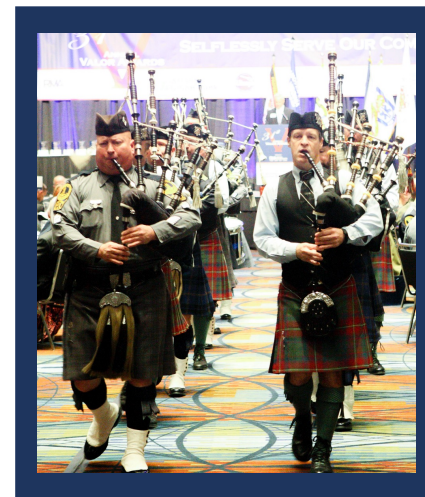
The Valor ceremony draws a crowd of over 1,000 attendees and fills up all three ballrooms at the Greater Richmond Convention Center. In addition to the award recipients, their families, friends and co-workers, attendees include area businesses and civic leaders who want to show their support of our First Responders.

Sponsoring the Valor Awards is a great way for your company to be part of this show of support. By sponsoring Valor, your company demonstrates gratitude for our area EMS, Law Enforcement, and Firefighters. It's the perfect event to further your company's recognition as a generous community partner.

Please consider the opportunity to be a sponsor of this year's Valor Awards. The sponsorship levels and the corresponding benefits are provided in this document. We hope that you will join us in making this year's Valor Awards another successful event.

**Note:** Title Sponsorship has already been secured and is not included in this deck).

***2024 Valor Awards | Honoring First Responders***



# PLATINUM SPONSOR - \$7,000

*As a Platinum Sponsor, your company will receive the following benefits and recognition:*

## **Advertisements and Promotions Leading Up to Valor:**

- Company Logo on:
  - Digital event Invitations and Save the Date notifications
  - Valor RVA website's Valor Awards event page
  - Dedicated event e-communications
  - Recognition in Valor RVA social media posts

## **At the Event & Event Materials:**

- Company Logo on:
  - Event signage to include: the premier event banners located over the stage and in the reception area, additional reception and lobby signage, and the event slideshow
- Company listed in the event program
- Recognition by a Valor RVA representative from the podium
- One table of 10 in a premiere location *plus* one seat at the VIP table

## **After the Event:**

- Company logo displayed as a Premier Sponsor in our “Thank You Sponsors” posts and e-communications



# GOLD SPONSOR - \$5,000

*As a Gold Sponsor, your company will receive the following benefits and recognition:*

## **Advertisements and Promotions Leading Up to Valor:**

- Company Logo on:
  - The Valor RVA website's Valor Awards event page
  - Dedicated event e-communications
- Recognition in Valor RVA social media posts

## **At the Event & Event Materials:**

- Company Logo on:
  - Event signage to include: the premier event banners located over the stage and in the reception area, additional reception and lobby signage, and the event slideshow
- Company listed in the event program
- Recognition by a Valor RVA representative from the podium
- One table of 10 in a premiere location *plus* one seat at the VIP table

## **After the Event:**

- Company listed in our "Thank You Sponsors" post and e-communications.



# SILVER SPONSOR - \$2,800

*As a Silver Sponsor, your company will receive the following benefits and recognition:*

## **Advertisements and Promotions Leading Up to Valor:**

- Company Logo on:
  - The Valor RVA website's Valor Awards event page
  - Dedicated event e-communications
- Recognition in Valor RVA social media posts

## **At the Event & Event Materials:**

- Company Logo on:
  - Event signage to include reception and lobby signage and event slideshow
- Company listed in the event program
- Recognition by a Valor RVA representative from the podium
- One table of 10

## **After the Event:**

- Company listed in our "Thank You Sponsors" post and e-communications.



# TABLE HOST SPONSOR - \$1,200

*As a Table Host Sponsor, your company will receive the following benefits and recognition:*

## **Advertisements and Promotions Leading Up to Valor:**

- Company listed on the Valor RVA website's Valor Awards event page

## **At the Event & Event Materials:**

- Company listed on event signage to include reception and lobby signage and event slideshow
- Company listed in the event program
- One table of 10

## **After the Event:**

- Company listed in our "Thank You Sponsors" post and e-communications.



# TABLE OF 10 - \$600

*By purchasing a Table of 10, your company receives the following benefits:*

**At the Event:**

- One table of 10.
- Company name listed on table sign (*Does not include program listing*)



# 2023 VALOR AWARDS

## RECAP

- The 33<sup>rd</sup> Annual Valor Awards was held on December 5, 2023 at the Greater Richmond Convention Center.
- 28 Valor recipients from 5 area departments were honored.
- The event included Special Recognitions of retiring Hanover County Fire Chief Jethro Piland, and of four area first responders who passed away and who had each served our community for decades. The combined service of these four men totaled over 100 years. Their widows were honored with commemorative Valor coins.
- Valor Award Sponsors were recognized on the Valor RVA website, in the program, on event signage and PowerPoint, on the table stanchions, in remarks from the podium, and in Promotional e-communications leading up to the event.
- The event was attended by roughly 1,000 guests. Included in the event's attendees were presidents and executive directors of many prominent Richmond area businesses and public officials. There were also numerous public officials at the event including: County Administrators, Police Chiefs, Fire Chiefs and Sheriffs of the greater Richmond area.
- Virginia's Secretary and Deputy Secretary of Public Safety and Homeland Security participated in the event by handing Valor coins to the recipients and the widows of the honored fallen, First Responders.
- The event was featured in a front-page article of the Richmond Times Dispatch (Dec. 5, 2023)



# THANK YOU FOR YOUR CONSIDERATION!

*If you are interested in any of the available sponsorship opportunities for the 34<sup>th</sup> Annual Valor Awards, please contact:*

Jenna Mosman  
[Jmosman@ValorRVA.org](mailto:Jmosman@ValorRVA.org)  
804.396.6647

**VALOR RVA**

SERVING RVA'S FIRST RESPONDERS

*Valor RVA, Inc. was formerly The 100 Club RVA, Inc.*



**2024 Valor Awards | Honoring First Responders**