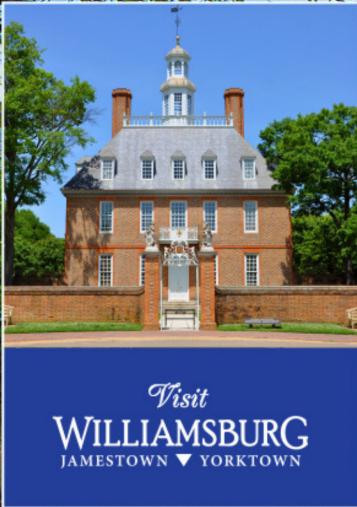




SPONSORSHIP PROSPECTUS

Event Registration Opens
April 1, 2024



2024
VMA-MCASC-NCMA
Joint
Regional
Meeting
WILLIAMSBURG LODGE
Williamsburg, Virginia
August 27-30, 2024

2024 VMA-MCASC-NCMA Annual Joint Regional Meeting

August 27-30, 2024

Williamsburg, VA



Get ready for an exhilarating experience at the annual joint regional meeting of the Virginia Motorcoach Association, Motorcoach Association of South Carolina, and North Carolina Motorcoach Associations! From August 27 - 30, 2024, join us at the prestigious Williamsburg Lodge in Williamsburg, VA, for an event like no other.

This gathering is not just about business—it's about seizing opportunities, expanding your knowledge, and forging invaluable connections in the bus industry. Immerse yourself in a dynamic atmosphere filled with keynote speakers, interactive workshops, a table-top expo, marketplace, and a bus display showcasing the latest industry products and services.

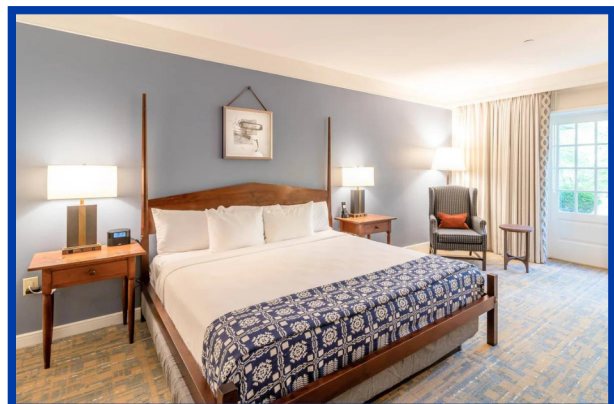
But it's not all work and no play! Social events and exciting activities are also on the agenda, ensuring that this meeting is as enjoyable as it is informative. Don't miss out on this incredible opportunity to connect with industry colleagues, learn from experts, and have a blast along the way!

This year's program is proudly being planned / hosted by Virginia Motorcoach Association.

If you have any questions on the events, sponsorships, marketplace or how you can get the most for your experience in Williamsburg, please call us today. We look forward to working with you.

Vicki Bowman - vicki@vbgmarketing.com

Alice Lemon - alice@vbgmarketing.com



2024 VMA-MCASC-NCMA Annual Joint Regional Meeting

August 27-30, 2024

Williamsburg, VA

PROGRAM AGENDA

VMA-MCASC-NCMA Regional Meeting August 27 - 30, 2024

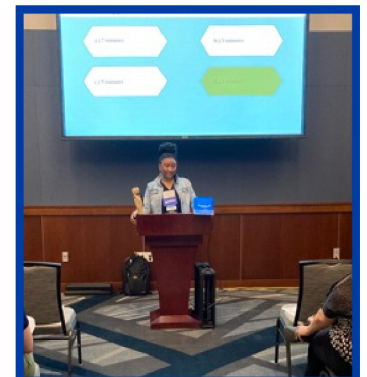
Tuesday, August 27th

- 8:00am - 5:30pm - Registration Open
- 8:00am - Noon - Exhibitor Set up
- Noon - 1:30pm - VMA Board Meeting
- 1:45pm - 3:15pm - NCMA Board Meeting
- 3:30pm - 5:00pm - MCASC Board Meeting
- 5:30pm - 7:00pm - Industry Update with ABA, UMA & FMCSA
- 7:00pm - 7:30pm - Break
- 7:00pm - 7:30pm - Newcomer Welcome Reception
Early Departure to Early Bird Dinner
- 7:30pm - 9:00pm - Early Bird Dinner
- 9:00pm - 11:00pm - Hospitality



Wednesday, August 28th

- 8:00am - 5:30pm - Registration Open
- 8:00am - 8:45am - Breakfast & State Awards
- 8:45am - 9:45am - Associate Newcomer Welcome Session
- 8:45am - 9:45am - Coach OEM Presentations
- 9:45am - 10:00am - Break / Display Exhibits Open
- 10:00am - Noon - Marketplace 1 (scheduled appointments)
- Noon - 12:30pm - Break / Display Exhibits Open
- 12:30 - 1:45pm - Lunch & Motivational Speaker



2024 VMA-MCASC-NCMA Annual Joint Regional Meeting

August 27-30, 2024

Williamsburg, VA

PROGRAM AGENDA

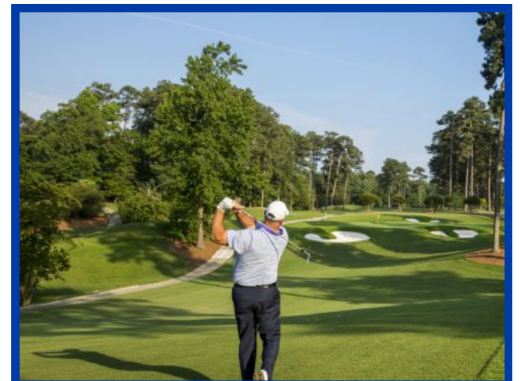
Wednesday, August 28th (continued)

- *Concurrent Sessions*
- 2:00pm - 3:15pm - Coach OEM Visitation
- 2:00pm - 3:15pm - Tourism Speaker / Activity
- 3:30pm - 4:15pm - Education Session - Operator focused
- 3:30pm - 4:15pm - Education Session - Tourism focused
- 4:15pm - 5:00pm - Education Session - Operator focused
- 4:15pm - 5:00pm - Education Session - Tourism focused
- 5:15pm - 6:15pm - Engagement Activity - TBA
- 6:30pm - Board Coaches for evening
- 6:45pm - 9:00pm - Ice Breaker Dinner
- 9:15pm - 11:00pm - Hospitality



Thursday, August 29th

- 8:00am - 5:30pm - Registration Open
- 7:30am - 8:30am - Breakfast
- 8:45am - Golfers must be checked in at Course
- 9:00am - 4:00pm - Annual Golf Tournament - Green Course
Golden Horseshoe Golf Club
- 9:30am - 4:00pm - FAM Tours
- 5:00pm - 5:30pm - Current Business Sessions
(VMA, MCASC, NCMA)
- 6:30pm - 7:15pm - Cocktail Reception
- 7:15pm - 9:30pm - Awards Dinner
- 9:30pm - Hospitality



2024 VMA-MCASC-NCMA Annual Joint Regional Meeting

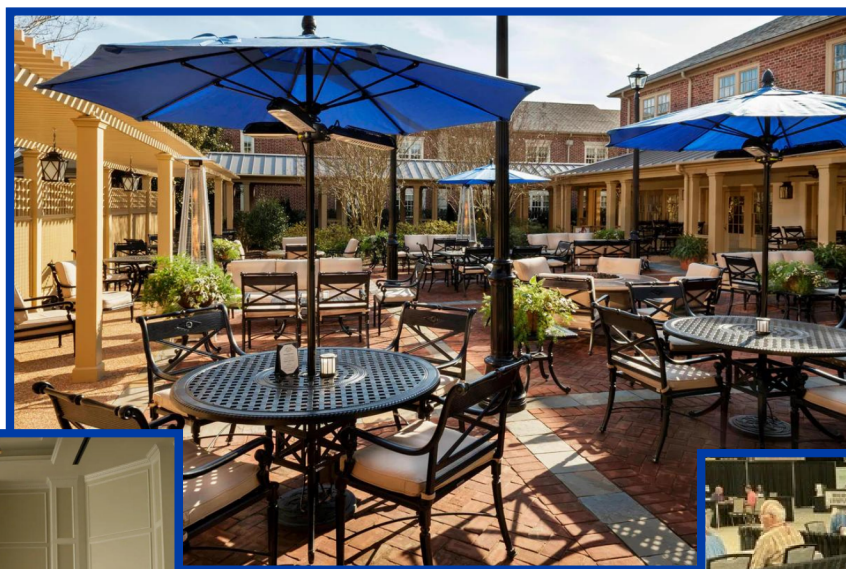
August 27-30, 2024

Williamsburg, VA

PROGRAM AGENDA

Friday, August 30th

- 8:00am - Noon - Registration Open
- 8:00am - 8:45am - Breakfast
- 9:00am - 9:15am - Display Booths Open
- 9:30am - 11:15am - Market Place II
- 11:30am - Marketplace Awards and Closing
- Noon - Event Concludes!



RECREATION



Golf & FAM Tours

This year, the VMA - MCASC - NCMA are once again planning their annual golf tournament - this year at the storied, **Green Course at the Golden Horseshoe Golf Club** located within walking distance of the Williamsburg Lodge, as well as a fun series of FAM tours.

Expect to see FAM tours promoted soon under these unique themes:

- Tour 1: TASTE OF WILLIAMSBURG
- Tour 2: CULTURE QUESTERS
- Tour 3: THRILLS & ADVENTURE
- Tour 4: SEA, SIP, SUN

2024 VMA-MCASC-NCMA Annual Joint Regional Meeting

August 27-30, 2024

Williamsburg, VA

SPONSOR AMENITIES

\$750 - \$1499	\$1500 - \$2499	\$2500 - \$3499	\$3500 - \$7,499	\$7500+
Bronze	Silver	Gold	Platinum	Diamond
Bronze Amenities	Silver Amenities	Gold Amenities	Platinum Amenities	Diamond Amenities
Recognition as sponsor in meeting program and on websites.	Recognition as sponsor in meeting program and on websites.	Recognition as sponsor in meeting program and on websites.	Recognition as sponsor in meeting program and on websites.	Recognition as sponsor in meeting program and on websites.
One electronic contact list of all pre-registered regional meeting attendees, if requested.	One electronic contact list of all pre-registered regional meeting attendees, if requested.	One electronic contact list of all pre-registered regional meeting attendees, if requested.	One electronic contact list of all pre-registered regional meeting attendees, if requested.	One electronic contact list of all pre-registered regional meeting attendees, if requested.
	One brochure to be included in registration bags, if requested.	One brochure to be included in registration bags, if requested.	One brochure to be included in registration bags, if requested.	One brochure to be included in registration bags, if requested.
	Social media "We Thank our Sponsors" in months leading up to the meeting on all three social media accounts	Social media "We Thank our Sponsors" in months leading up to the meeting on all three social media accounts	Social media "We Thank our Sponsors" in months leading up to the meeting on all three social media accounts	Social media "We Thank our Sponsors" in months leading up to the meeting on all three social media accounts
		Time at the podium to introduce yourself/company & brief presentation at one function, excluding Awards Dinner	Time at the podium to introduce yourself/company & brief presentation at one function, excluding Awards Dinner	Time at the podium to introduce yourself/company & brief presentation at one function, excluding Awards Dinner
			Promotional material at each chair seat for Awards lunch	Promotional material at each chair seat for Awards lunch
			One complimentary half-page black and white advertisement in association newsletters (timing based on individual association's schedule (VMA - bi-monthly; MCASC & NCMA- quarterly , or 2" x 3" digital ad (VMA) - please work with Alice Lemon on this amenity	One complimentary half-page black and white advertisement in association newsletters (timing based on individual association's schedule (VMA - bi-monthly; MCASC & NCMA- quarterly , or 2" x 3" digital ad (VMA) - please work with Alice Lemon on this amenity
				Complimentary ad to be included in all 3 email promos leading up to the Joint Meeting. (Promos will be emailed to VA, NC & SC attendees and prospects in April, May June, July & August.)
				Feature in webinar leading up to the program (late June / mid July) promoting "Make the most of your time at the Joint Meeting" for new and existing attendees. CVB feature and building excitement for local.

2024 VMA-MCASC-NCMA Annual Joint Regional Meeting

August 27-30, 2024

Williamsburg, VA

SPONSOR OPPORTUNITIES

Individual Sponsorships Available	Amount
2023 Convention Schedule - logo on front cover	\$1,500
Show Badges - cost plus provide badges	\$1,500
Industry Update - ABA, UMA & FMCSA	\$2,000
Registration Bags - cost plus provide bags	\$500
Marketplace Supplies - cost only	\$1,500
Marketplace Binders - provide binders or cost	\$750
Meals & Refreshments	
Tuesday, August 27	
Refreshments Station - pre funcion area	Please contact Vicki Bowman to identify the sponsorship opportunity that fits your budget and your goals.
Early Bird Dinner	
Hospitality Room - in room	
Wednesday, August 28	
Breakfast	
Refreshments Station - pre funcion area - full day	
Lunch	
Ice Breaker Dinner	
Hospitality Room - in room	
Thursday, August 29	
Breakfast	
Refreshments Station - pre funcion area - 1/2 day	
Golf Tournament - box lunch	
Cocktail Reception	
Awards Dinner	
Hospitality Room - in room	
Friday, August 30	
Breakfast	
Refreshments Station - pre funcion area - 1/2 day	
Marketplace Awards Snacks	

Golf Sponsorships	Available
Tournament Title Sponsor	\$2,500.00
Golf: Box Lunch #1	\$750.00
Golf: Box Lunch #2	\$750.00
Golf: Tee Sponsorship #1	\$125.00
Golf: Tee Sponsorship #2	\$125.00
Golf: Tee Sponsorship #3	\$125.00
Golf: Tee Sponsorship #4	\$125.00
Golf: Tee Sponsorship #5	\$125.00
Golf: Tee Sponsorship #6	\$125.00
Golf: Tee Sponsorship #7	\$125.00
Golf: Tee Sponsorship #8	\$125.00
Golf: Men's Closest to the Pin	\$175.00
Golf: Women's Closest to the Pin	\$175.00
Golf: Men's Longest Drive	\$175.00
Golf: Women's Longest Drive	\$175.00
Golf: Golf Cart	Cost of Event Consumption

HOTEL, REGISTRATION & EXHIBIT FEES

Registration Opens April 1, 2024

Host Hotel - Williamsburg Lodge (A Marriott Autograph Collection)

310 South England Street, Williamsburg, VA 23185

Discounted rate offered to guests: \$155

Experience the charm and history of Colonial Williamsburg at Williamsburg Lodge, Autograph Collection. Our hotel, located in the heart of the historic district, combines Southern elegance with modern comforts. Our accommodations feature Chippendale fretwork and unique furnishings inspired by the 18th-century style, along with modern amenities like complimentary high-speed Wi-Fi, mini-refrigerators, and flat-panel TVs with premium movie channels. Enjoy Southern and American cuisine at Traditions and Sweet Tea & Barley, our two restaurants. Stay active at our fitness center and pools, or relax with a spa treatment or round of golf at Golden Horseshoe Golf Club.

Reserve your rooms now - click here: [2024 VMA-MCASC-NCMA Regional Meeting - Start your reservation \(passkey.com\)](https://www.passkey.com/2024-VMA-MCASC-NCMA-Regional-Meeting)

Registration Fees for 2024

- **Operators**
 - 1st & 2nd attendees - \$175
 - Additional attendees - \$150
- **Associates (Non-OEM)**
 - If member of only 1 of the Associations - \$925
 - If member of 2 of the Associations - \$875
 - If member of all three of the Associations - \$825
- **Family Member Guest**
 - \$150
- **Golf Tournament**
 - \$105 (Includes green fee, cart and range balls)
 - Club Rentals if needed - \$45
- **Display Opportunities**
 - Booths for Associates Who Want to Spotlight their Business (as available) - \$250
 - 6' tables in pre-function area with multiple opportunities for visits.
 - Group refreshment stations will be located near displays

2024 SPONSORSHIP PROSPECTUS

SPONSORSHIP PROSPECTUS

Have questions or didn't see an opportunity that fits your budget? Call us and we'll work with you to find a package of options that works for your budget.

Note: Please note that right of first refusal applies to those who held specific 2023 sponsorships.

We look forward to working with you.

Vicki Bowman - vicki@vbgmarketing.com

Alice Lemon - alice@vbgmarketing.com



Visit
WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN

For more about our generous
hosts, visit them at
www.ColonialWilliamsburg.org