

Virginia State Parks, Information Stations Project

Participant Terms and Fees

****All Rates Based on Annual Fee Unless otherwise indicated***

Sponsorship

Naming Rights (Statewide)

\$75k yr. / \$300k – **Minimum Four Year Commitment Required**, Name/logo on kiosk, Branding of Entry level screens and integration of branded content area, additional benefits as defined by DCR.

Major Sponsorship (Statewide)

\$25k yr., 10% Multiple Year Discount, Name/logo branding of Entry level screen(s) and integration of branded content area, additional benefits as defined by DCR.

Integrated Sponsorship (Statewide) – Secondary Level

\$10k yr., 10% Multiple Year Discount, Name/logo branding of Secondary Menu screen(s) i.e. (Area Amenities, Park Amenities, Park Activities, etc.) and integration of branded content area.

Integrated Sponsorship (Statewide) – Content Specific Level

\$5k yr., 10% Multiple Year Discount, Name/logo branding of Content Specific screen(s) i.e. (Horseback Riding, Hiking Boating, Attractions and Entertainment, etc.) and integration of branded content area.

Integrated Sponsorship (Park Specific)– Content Specific Level

\$500 yr. plus mandatory purchase of an ad, 10% Multiple Year Discount, Name/logo branding of Content Specific screen(s) i.e. (Horseback Riding, Hiking Boating, etc.) and integration of branded content area.

Regional Non-Profit Tourism and business Organizations such as Chambers, Tourism, and Economic Development Corporations.

\$5k yr., 10% Multiple Year Discount, Park Specific Placement of Organization's brand/identity on "Area Amenities" Page and inclusion of member businesses in Directory at basic level (\$150 per listing value). Listings do not include Content Specific referrals, these must be purchased individually at \$50.00 per link. Member businesses may purchase upgrades to listings on an individual basis. **Multiple Park Discounts available at 50% discount (\$2,500) for each additional park. At \$10k, Organization receives placement in Park Locator and in Area Amenities Screen for the entire region.**

Advertising Fees

(See Advertiser Selection Guide at www.vaparks.net)

Basic Directory Listing

\$150 yr., Text Listing Only, Multiple Park discount 10%, 10% Multiple Year Discount,

Image Ad Listing

\$375 yr. / Multiple Park discount 10%, 10% Multiple Year Discount, Printable Driving Directions can include tracking device such as coupon or premium offer.

Video Ad Listing

\$875 yr. / Multiple Park discount 10%, 10% Multiple Year Discount, Printable Driving Directions can include tracking device such as coupon or premium offer. This is for video placement only. Video production services available for an additional fee.