



2027 OPPORTUNITIES GUIDE

Exclusive sponsorship, marketing, & advertising opportunities



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EVENT SPONSORSHIPS

Onward NRV has several event sponsorships available throughout the year. Sponsorships not only support Onward NRV's mission but also provide a great opportunity to increase the visibility of your business or organization through signage, recognition, and more!

Sponsorships are available for both quarterly and annual events. Sponsorships are offered on a first-come, first-serve basis. To inquire about or secure an event sponsorship, please contact Mary Denson, Investor Relations and Development Coordinator, at 540-418-6775 or mary@onwardnrv.org.

ANNUAL DINNER & AWARDS CEREMONY

Each September, Onward NRV brings together our investors, partners, and community leaders for our Annual Dinner, a signature event celebrating the people and organizations driving economic growth across Virginia's New River Valley.

This special evening provides an opportunity to recognize and thank our investors for their continued support and reflect on the accomplishments and impact of the past year. As Onward NRV's highest-attended event of the year, the Annual Dinner offers sponsors exceptional visibility and meaningful opportunities to connect with business and community leaders from across the region.





Dinner Sponsor | \$7,500

- Reserved VIP company table with eight complimentary event tickets
- Five-minute speaking opportunity during the dinner program to introduce your company and the keynote speaker
- Opportunity to place approved giveaways and/or corporate literature on attendee tables
- Dedicated 8-foot display table during the networking reception
- Logo featured on event invitations and communications as the Dinner Sponsor
- Logo displayed during the dinner recognizing your company as the Dinner Sponsor
- Recognition from the podium during the event
- Sponsor recognition ribbon for all company representatives



2 Networking Sponsors | \$2,000 each

- Dedicated table provided during networking reception
- Signage, information and giveaways
- Three complimentary tickets to the event
- Logo featured on drink tickets during reception
- Company logo placed around the event
- Recognition at the podium
- Logo featured on event communication
- Recognition on name badge
- Recognition on social media platforms



QUARTERLY INVESTOR EVENTS

Throughout the year, Onward NRV creates opportunities for investors and regional leaders to connect, collaborate, and stay informed through our quarterly events: the Winter Luncheon, Spring Breakfast, and Summer Reception.

Held at locations throughout the New River Valley, these gatherings offer a welcoming environment for networking, relationship-building, and updates on the region's economic development initiatives and opportunities. Each event provides sponsors with valuable opportunities to engage directly with business leaders, community partners, and fellow Onward NRV investors.





WINTER INVESTOR LUNCHEON

Event Sponsor | \$4,000

- Three-minute opportunity to speak during the event program to talk about your company and introduce the Keynote Speaker
- Dedicated area provided at the event to display company signage, information, and giveaways
- Logo featured on event invitations and communications as the Event Sponsor
- Logo displayed during the luncheon featuring your company as the Event Sponsor
- Name recognition at the podium during the luncheon as the Event Sponsor
- Sponsor recognition name badge ribbon for all representatives



SPRING INVESTOR BREAKFAST

Event Sponsor | \$4,000

- Three-minute opportunity to speak during the event program to talk about your company and introduce the Keynote Speaker
- Dedicated area provided at the event to display company signage, information, and giveaways
- Logo featured on event invitations and communications as the Event Sponsor
- Logo displayed during the luncheon featuring your company as the Event Sponsor
- Name recognition at the podium during the luncheon as the Event Sponsor
- Sponsor recognition name badge ribbon for all representatives





SUMMER INVESTOR RECEPTION

Event Sponsor | \$4,000

- Three-minute opportunity to speak during the event program to talk about your company and introduce the Keynote Speaker
- Dedicated area provided at the event to display company signage, information, and giveaways
- Logo featured on event invitations and communications as the Event Sponsor
- Logo displayed during the luncheon featuring your company as the Event Sponsor
- Name recognition at the podium during the luncheon as the Event Sponsor
- Sponsor recognition name badge ribbon for all representatives





TALENT SPONSORSHIPS

Throughout the year, Onward NRV delivers talent-focused programming designed to attract, develop, and retain the workforce that drives our region's success. Sponsorship opportunities allow businesses and organizations to support these efforts while increasing their visibility among professionals, employers, educators, and community leaders.

To learn more about available sponsorship opportunities, contact Mary Denson, Investor Relations and Development Coordinator, at 540-418-6775 / mary@onwardnrsv.org or Laken Blankenship, Talent and Business Strategies Manager at 540-418-6924 / laken@onwardnrsv.org.



ELEVATE NRV

Elevate NRV is a half day, dynamic professional development event designed to equip human resource professionals at every level with the insights, strategies, and tools needed to attract and retain top talent.

Featuring thought leaders and industry experts, this micro-conference explores innovative approaches to talent recruitment, employee retention, and workforce development. The event provides businesses of all sizes with practical strategies to navigate today's competitive talent landscape while creating stronger, more resilient workplaces across the New River Valley.





Event Sponsor | \$2,000

- Three minutes at the event to speak about your company and introduce the Keynote Speaker
- Dedicated table to display company signage, information, and giveaways
- Logo featured on event invitations and communications as the Event Sponsor
- Logo displayed during the event featuring your company as the Event Sponsor
- Name recognition at the podium during the event as the Event Sponsor
- Sponsor Recognition name badge ribbon for all representatives



Coffee Breakout Sponsor | \$1,000

- Name recognition at the podium during the event as the Coffee Breakout Sponsor
- Logo featured on event invitations and communications as the Coffee Breakout Sponsor
- Logo displayed during the event featuring your company as the Coffee Breakout Sponsor
- Sponsor recognition name badge ribbon for all representatives



NRV EXPERIENCE

Every summer, the NRV Experience introduces interns from across the country to the New River Valley, showcasing the region's career opportunities, vibrant communities, and exceptional quality of life. Through a series of immersive events and experiences, participants discover what it means to live, work, and build a future in the NRV.

Sponsorship provides a unique opportunity to connect with emerging talent at a pivotal moment in their career journey, while demonstrating your organization's commitment to workforce development and regional growth.



“Thank you all for everything, truly provided a lot of great memories and opportunities for us! Grateful for everyone involved and honored to be a part of this year’s program.”

- 2026 NRV Experience Participant



Excursion Sponsor | \$1,000 June – July (6 available)

The NRV Experience hosts a kick-off event, along with one excursion in each New River Valley locality, giving sponsors the opportunity to highlight and support the communities that make our region a great place to live and work. Sponsorship demonstrates your organization's commitment to strengthening the region and helping future talent discover all that the NRV has to offer. *Excursions and dates are subject to change.

Benefits of Sponsoring an Excursion Include:

- Logo on official NRV Experience T-shirt
- Logo on Intern Brochure
- Logo on NRV Experience Webpage
- One Complimentary Intern Registration
- Recognition in event communications and social media posts
- Signage displayed at the dinner buffet

“I have found the communication throughout the program to be outstanding, and I felt that each excursion was chosen with the intern experience and development in mind.”

- 2026 NRV Experience Participant

Excursions

Kick-Off Event | \$1,000:

Interns will be introduced to the NRV Experience and the opportunities available throughout the summer program. Over dinner and a team-building activity, they will connect with fellow participants and begin building relationships within the cohort.

Pulaski County Excursion | \$1,000:

Interns will experience the outdoor recreation opportunities that make Pulaski County a destination for adventure and relaxation. At Mountain2Island at the Rock House Marina, they will explore the beauty of Claytor Lake through an afternoon of water-based activities.

Montgomery County Excursion | \$1,000:

In Montgomery County, interns will experience the unique blend of innovation, culture, and community that defines the area. Through engaging activities and networking opportunities, they will learn more about the county's many amenities and attractions.

“Thanks for all the events you put on this summer. They were always the highlight of my week.”

- 2026 NRV Experience Participant





Excursions

Floyd County Excursion | \$1,000

Interns will immerse themselves in the creativity and culture that make Floyd County unique. At the Floyd Center for the Arts, interns will have the chance to participate in an arts-based workshop of their choice, along with a flat footing demo.



Giles County Excursion | \$1,000

In Giles County, interns will take in the stunning mountain scenery and outdoor beauty of our region. A visit to Mountain Lake Lodge will provide an opportunity to explore one of the New River Valley's most iconic destinations.

City of Radford Excursion | \$1,000

Interns will enjoy one of the New River Valley's signature outdoor experiences during a tubing adventure at Bisset Park. The excursion offers a fun and memorable way to connect with fellow interns while spending time on the New River.



Wrap-Up Event Sponsor | \$2,000

The Wrap-Up Event celebrates the conclusion of the summer program and brings together interns, employers, community partners, and regional leaders. As the exclusive sponsor, your organization will receive prominent visibility and the opportunity to engage directly with participants as they reflect on their experience in the New River Valley.

Benefits Include:

- Logo on official NRV Experience T-shirt
- Logo on Intern Brochure
- Logo on NRV Experience Webpage
- One Complimentary Intern Registration
- Recognition in event communications and social media posts
- Signage displayed at the dinner buffet
- Display table for company materials and promotional items
- Five-minute speaking opportunity during the event



“It was great to learn about this area's history, attractions, and community involvement. I loved hearing from each speaker and being able to network with other young professionals across the NRV.”

- 2026 NRV Experience Participant



HOSTING OPPORTUNITIES

Demonstrate your organization's commitment to the New River Valley by opening your doors to students, educators, and industry peers. Hosting an Onward NRV program positions your company as a community leader invested in workforce development and industry success.

What Onward NRV Handles:

Onward NRV manages all event planning and logistics, including recruitment and registration, school and transportation coordination, agenda development, promotion, event materials, and post-event follow-up.

Interested in hosting? Contact Laken Blankenship, Talent and Business Strategies Manager
laken@onwardnrvalley.org



NRV TALENT TOURS

NRV Talent Tours introduce local high school students to the region's employers through immersive workplace visits. These experiences help students connect classroom learning to real career pathways while building awareness of opportunities available right here in the New River Valley.

Who attends: 20 to 30 students, plus school system partners

You provide: Two to three hours of staff time, refreshments, a short overview presentation, and a facility tour

When: During the academic year, but scheduled around your team's calendar

Why host: Show students the opportunities available in your industry and make an early impression on the workforce of tomorrow.





INDUSTRY LEADERS' SUMMITS

NRV Leaders' Summits bring together regional leaders through separate Manufacturing Leaders' and Tech Leaders' Summit events held each spring and fall. Each summit provides opportunities to network, explore workforce challenges and industry trends, and learn from host companies through presentations, discussions, facility tours, and other industry-specific programming.

Who attends: Up to 30 regional industry leaders, community partners and economic developers

You provide: Meeting space, light refreshments, company presentation, and facility tour

When: Hosted in the spring and fall

Why host: Position your organization at the center of conversations shaping the future of regional industry and workforce development





JOIN THE MOVEMENT

Put your brand in front of decision-makers, influencers, and leaders from across the New River Valley by becoming a sponsor today.

Ready to Sponsor?

Contact Mary Denson at mary@onwardnrv.org

Download the Guide





ALL TOGETHER. BETTER.

www.onwardnrv.org

