

Image



We are a 501c3 not-for-profit, free public service for Virginians. We rely on partnerships, grants, and contributions from organizations that are committed to improving the lives of older adults, people with disabilities, veterans, and their caregivers and families.

We have a robust and growing audience due to our award-winning offerings and unique and diversified marketing via partnerships, media exposure and community outreach.

***Let's work together!*** To learn more about becoming a sponsor or partner contact Kim Tarantino, Deputy Director, at [kim@virginiannavigator.org](mailto:kim@virginiannavigator.org) to start the conversation or complete this online [interest form](#).

[About VirginiaNavigator](#)

---

## **Sponsor and Partner Resources**

## **Enhanced Listings**

Enhanced listings provide an opportunity to highlight your program by incorporating features beyond the standard complimentary listing. Benefits include up to 4 images on each listing detail page. For more information see the FAQs below or contact us.

## **Supporter Ads**

Supporter advertisements provide an opportunity to highlight your program on one of our key website or content pages and link directly to your website. For more information see the FAQs below or contact us.

## **Partner with Us**

Please join us as a partner! We're always looking for like-minded individuals and organizations that seek to explore innovative and creative collaborations to provide services and resources for our consumers.

## **Sponsorships**

While mission-driven, we are highly committed to providing a myriad of benefits that provide a strong ROI for our sponsors. We have various opportunities available including Channel Sponsors (sponsoring a specific topic area of our website/s), Community Sponsors (regionally based), sponsorship of our 'Ask an Expert' service, and more.

## **Frequently Asked Questions**

**What is the first step in exploring a partnership with VirginiaNavigator?**

We would love to chat with you about what might be the best fit based on your organization and audience. Please contact our Deputy Director Kim Tarantino at [kim@virgini navigator.org](mailto:kim@virgini navigator.org) or complete this online [interest form](#). You can also call (804) 525-7728; toll free 1-866-393-0957 and someone will get you to the right contact!

**My business only serves a small area of Virginia, do you have any opportunities for me?**

Yes, we sure do! Even though VirginiaNavigator is non-profit organization that serves all of Virginia, we have opportunities that are affordably priced and work well for agencies and businesses that serve a smaller geographic area – our Enhanced Listings and geo-coded Supporter Ads are designed to show to visitors who are searching for programs and services in a specific community/area of Virginia. We also have larger-scale exclusive Community Sponsorship in which there is a designated service area of select cities/counties associated with each Community Sponsor.

**What size images do you need for the Enhanced Listings?**

Enhanced Listings are sized at 1200 x 675. All logos, photos, and images must be in png, gif, jpg, or jpeg format.

**I'm interested in placing an advertisement on your website, what sizes of ads do you accept?**

We have a couple of different sizing options. Option 1 is a top header that displays on every page of our websites sized at 728 x 90. Option 2 has various placement locations and is sized at 300 x 250. We require all ads to be submitted correctly sized in the following formats: jpg, gif, or png. We only allow static images, no flash or video on the advertisement.

**I don't have a large budget for marketing and outreach, but would like to explore options, do you have some affordable options?**

We are a non-profit and understand limited budgets! Absolutely, we have several more affordable options with our Enhanced Listings and geo-coded Supporter Advertisements. We are pleased to offer a discount for public agencies and non-profits. Connect with us and let's explore options that will work with your budget.

**I'm interested in exploring other partnership opportunities, are you willing to chat and discuss?**

Certainly, we would be happy to explore other ideas for partnership you may have! We are looking for opportunities that will be a win-win in helping both of us achieve our goals and deliver our mission - while best serving Virginians.

[View PDF](#)