

Shenandoah Valley Partnership Investor Benefits

July 2026 - June 2027

SVP investors contribute to economic prosperity in the Shenandoah Valley. The businesses and individuals that invest in SVP join a larger, collective effort of strategic growth partners who are actively helping to shape our region's future. SVP, through these investments, serves as a facilitator and connector for existing businesses while also growing the region's reputation and exposure across the country.

Investment Benefits	Diamond \$20,000+	Platinum \$10,000 - \$19,999	Gold \$5,000 - \$9,999	Silver \$1,000 - \$4,999	Bronze < \$1,000
Prominent recognition as a Strategic Growth Partner at annual meeting, forums and in communications	✓				
Priority visibility at site location consultant events or regional tours	✓				
Exclusive invitations to engagements with state-level elected or appointed officials and leaders	✓	✓			
Talent Attraction and Retention marketing support specific to your business	✓	✓			
Opportunity to participate in annual strategy session with other executives	✓	✓	✓		
Exclusive peer-to-peer networking opportunities	✓	✓	✓		
Annual one-on-one check-in with SVP director and staff (virtual or in-person)	✓	✓	✓		
Quarterly Investor Intelligence Report	✓	✓	✓		
Company logo visibility on SVP platforms scaled to represent the size of your investment	✓	✓	✓	✓	
Opportunity to engage with SVP director and staff through twice-yearly Office Hours sessions	✓	✓	✓	✓	
Investor-only updates via monthly newsletter including regional economic development insights and current business attraction and expansion efforts	✓	✓	✓	✓	✓
Invitation to strategic partner and investor-only events	✓	✓	✓	✓	✓
Investor Spotlight social post and promotion of your company as an investor across SVP communications	✓	✓	✓	✓	✓
Your company link on the SVP website	✓	✓	✓	✓	✓
Investor onboarding meeting with SVP staff and Investor Toolkit (updated annually)	✓	✓	✓	✓	✓



SHENANDOAH VALLEY PARTNERSHIP

Investing in SVP

Why Invest in SVP

Private sector investment is critical to strengthening our competitiveness and accelerating economic growth. With private sector support, we can deepen our engagement with site location consultants, invest more strategically in high-impact sectors like knowledge work and bio-innovation, and unlock matching grant opportunities that multiply our resources. This funding also enables us to expand talent attraction and retention efforts, a key driver of long-term business success.

Where Does Your Investment Go?

- **Existing Business Retention & Expansion**
 - Active support of existing business growth and expansion. SVP works with companies in navigating expansion opportunities, connecting business to training programs and resources and ensuring the region is staying competitive.
- **New Industry Attraction**
 - Marketing of the Shenandoah Valley via call trips, site selector communication, enhanced FDI efforts, target (aspirational) sectors
- **Talent Attraction & Retention**
 - Initiatives and programs designed to increase student retention and attract those from outside the region
- **Site Development**
 - Grant opportunities, infrastructure improvements
- **Site Selector Communications/Interactions**
 - Curated call trips with enhanced one-on-one face time with consultants

Giving Impact

\$5000 in annual giving means

- A trip to a market with our I-81 corridor peers
- Creation of custom landing pages for companies in their hiring process and assistance in their workforce attraction efforts
- Targeted digital marketing campaigns for talent retention or site selector outreach
- Additional investor-only forums
- Creation of a relocation guide for talent attraction
- Creation of an ROI dashboard, impact reports, etc.
- Piloting a new talent attraction or retention initiative
- Additional featured site marketing: targeted one-pagers, videos, etc.

\$10,000 in annual giving means:

- Additional lead generation opportunities per fiscal year. These events translate into project opportunities and better relationships with the site location consultants that are bringing us projects
- Ability to participate in more intentional interactions with site location consultants – smaller, more in-depth campaigns are more expensive (VEDP Dinners with site location consultants, the Consultant Connect events, fam tours, etc.)
- Opportunity to develop and implement new programs and initiatives related to talent attraction and quality of life
- Enhanced marketing and resources for our existing companies, helping the region to understand the career opportunities and industries that exist in the Shenandoah Valley
- Enhanced collaboration with VEDP on a more targeted FDI strategy including potential international lead gen trips, marketing, etc.
- Enhanced marketing or programs aimed at student retention

Connect with us to learn more:

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