

The logo for Vermont Businesses for Social Responsibility (VBSR) is rendered in a large, white, serif typeface. The letters are closely spaced, with the 'V' and 'B' being particularly prominent. The logo is centered on a bright yellow background.

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Vermont Businesses  
for Social Responsibility

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# **Marketing and Sponsorship Guide 2024**

FEBRUARY 15, 2024 VERSION

By partnering with VBSR you highlight your organization and its support of our mission: to leverage the power of business for positive social and environmental impact.

Whether sponsoring events and programming or reaching membership through digital promotion, you not only gain excellent visibility in our network, you support our collective work to build a just, thriving, and transformative economy for all people and the planet.

**Amplify your brand with VBSR – and expand your impact.**

## Who You'll Reach

We are Vermont's network of students, entrepreneurs, policymakers, activists, sole proprietors, small businesses, largest employers, and inspired individuals committed to people, planet, and prosperity.

- ~700 member organizations
  - All 14 counties
  - 46 industries
  - 40 B Corps
- ~ 4,700+ newsletter subscribers
- ~ 10.2k social media followers
- 400+ Conference attendees
- 160+ Awards attendees
- 2,000+ programming attendees



PHOTO BY ISORA LITHGOW CREATIONS



# DIGITAL PROMOTION

## Sponsor VBSR's Newsletter | \$250 per edition

Our bi-monthly newsletter (sent out every two weeks) is sent to a list of 4,700-5,000 recipients and opened by ~1,400 business leaders. Reach this audience through banner-style ad space (1200x600) linked to your URL of choice. Consider advertising in 2-4 editions for maximum visibility (messages can be tailored monthly, bulk discounts available).

## VBSR Full Newsletter Takeover | \$1,000/edition (4 total available per year)

Share an exclusive mission-aligned email message with VBSR's digital mailing list of 4,700-5,000 recipients. You will submit copy and images and VBSR will present and send your content as a VBSR Newsletter. You can highlight a special offer for VBSR members on a mission-aligned product or service, promote a community event, call for survey participants, and more. Important note: VBSR must determine the content to be mission-aligned and has the right to decline the submission. If declined, we will work with you to create acceptable content.



**VBSR**

Vermont Businesses  
for Social Responsibility

### VBSR Legislative Breakfast: Thank You, Recap, and Photos



**VBSR**

Vermont Business  
for Social Res

### VBSR 2023 Programming Under



VBSR members break for lunch on Lake Champlain at the  
(photo by Stephen Mease)

2023 VBSR programming is already under  
early details on Signature Events like the  
sure to read the [VBSR 2023 Program](#)  
[EventBrite](#) for timely alerts.  
next in the coming weeks:

**VBSR**

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### VBSR 2023 Programming



Community leaders connect at the Annual VBSR Awards Ceremony  
(New Creations)

aced a COVID-integrated approach to VBSR progra  
al-only, hybrid, and fully in-person education, profes  
working and annual gatherings. With your flexibility, t  
ship and extended community well and we look for  
to prepare you, we've put together the [VBSR 2023](#)  
this blend in 2023.  
that you can make the most of this year.

Planning tips:



**We have proudly sponsored VBSR programming with the aim of increasing access by our peers in Vermont business to benefit from exposure to the engaging educational material.**

**Our own employees have highly valued the diverse VBSR workshop offerings, which have in turn prompted our own organizational change and thought leadership. I encourage those interested in expanding personal awareness, belief systems and business expertise to take advantage of VBSR's programming.**



# **Lawson's Finest Liquids**

**Karen Lawson | Co-Owner | Lawson's Finest Liquids**



# EVENT SPONSORSHIP

## **VBSR Networking Event**

### **(Networking Get-Togethers & People. Planet. Prosperity Speaker Series)**

These casual, monthly events are a great way to network with other members, learn more about the host business, and connect with the VBSR staff.

Networking Get-Togethers typically include a presentation on a socially responsible aspect of the host's business, a tour of their operations, refreshments, and (of course!) networking.

Our People.Planet.Prosperty. Speaker Series events feature a panel of visionary speakers discussing timely, mission-related topics, Q&A with the audience, and networking over refreshments.

### **Networking Get-Together/People. Planet. Prosperity Speaker Series Sponsor \$350 in Chittenden County | \$300 outside of Chittenden County.**

- 30-45 seconds of speaking time at the event – share your message with our network!
- Linked logo and 75-100-word company description on event webpage
- Linked logo on event registration page
- Linked logo in all social media promotions, email outreach and event recaps
- Logo displayed on event signage



# EVENT SPONSORSHIP

## VBSR ANNUAL CONFERENCE

VBSR's Annual Conference is our biggest event of the year. This full day conference is held at Hula in Burlington each May, and is a great chance for our community of values-led businesses to come together and share the latest on leading-edge, socially responsible practices being implemented throughout our state, the nation, and the world. Features include 400+ attendees, 40+ exhibitors, an inspiring keynote, 9 workshops, and a post-conference networking party.

	KEYNOTE UNDERWRITER \$3,000 (QUANTITY: 1)	NETWORKING UNDERWRITER \$2,500 (QUANTITY: 1)	ROOM UNDERWRITER • REEF – \$3,000 • ISTHMUS – \$2,750 • SUNSET – \$2,500 (QUANTITY: 1 PER ROOM)	UNDERWRITER \$1,675 GOLD MEMBER UNDERWRITER \$1,275 (QUANTITY: 20)	EXHIBITOR* \$700 (QUANTITY: AS SPACE ALLOWS)	SPONSOR \$575 (QUANTITY: AS SPACE ALLOWS)
COMPLIMENTARY TICKETS	3	3	3	2	1	1
SPEAKING OPPORTUNITIES	PARTICIPATE IN INTRODUCING KEYNOTE SPEAKER @ PODIUM	ADDRESS NETWORKING RECEPTION ATTENDEES	ADDRESS ROOM ATTENDEES DURING 2 SESSIONS	✗	✗	✗
SPECIAL MENTION	SPECIAL MENTION AS A KEYNOTE SPONSOR @ PODIUM	SPECIAL MENTION DURING NETWORKING RECEPTION	SPECIAL MENTION AS ROOM UNDERWRITER IN ALL ROOM SESSIONS (EXCEPT KEYNOTE)	✗	✗	✗
EXHIBITING TABLE	✓	✓	✓	✓	✓	✗
OPPORTUNITY TO SPONSOR A SESSION	✓	✓	✓	✓	✗	✗
PREMIUM LOGO VISIBILITY WITH BUSINESS NAME, DESCRIPTION, & LINK ON CONFERENCE WEBSITE	✓	✓	✓	✓	✓	✓
PREMIUM LOGO VISIBILITY ON CONTINUOUS SLIDESHOW IN BETWEEN SESSIONS	✓	✓	✓	✗	✗	✓
PREMIUM LOGO VISIBILITY ON DISPLAYS AND SIGNAGE	✓	✓	✓	✗	✗	✗
BUSINESS NAME NOTED IN CONFERENCE PROMOTIONAL OUTREACH (SOCIAL MEDIA, NEWSLETTERS, ETC.)	✓	✓	✓	✓	✓	✓
ROOM / SPACE BRANDING	✗	✓	✓	✗	✗	✗

# EVENT SPONSORSHIP

## VBSR ANNUAL AWARDS DINNER

Each year VBSR recognizes inspiring business leaders and organizations showcasing the growth and impact of socially responsible business in Vermont. This event attracts VBSR's iconic members, CEOs and socially responsible business leaders from across the state. Typically scheduled in October, sponsor logos and/or business names are included in all event-related communications and promotion. Logos are also included in our printed program, on sponsor recognition signage, and on related social media.

	SUNRISE SPONSOR \$4,000 (QUANTITY: 1)	SUNBURST TABLE SPONSOR \$2,500 (QUANTITY: 3)	SUNSHINE TABLE SPONSOR \$2,000 (QUANTITY: 3)	LUMINARY SPONSOR \$1,500 (QUANTITY: 5)	SUPPORTING SPONSOR \$650 (QUANTITY: 5)
COMPLIMENTARY TICKETS	8	6	6	2	1
COMPLIMENTARY BEVERAGE TICKETS	✓	✓	✓	✓	✓
HIGHLY VISIBLE STANDUP BANNER DISPLAYED @ EVENT	✓	✗	✗	✗	✗
BRANDED TABLE @ EVENT WITH SIGNAGE	✓	✓	✓	✗	✗
RECOGNITION FROM PODIUM	✓	✓	✓	✓	✓
LISTING ON VBSR EVENT PAGE WITH LOGO, LINK & BUSINESS DESCRIPTION	✓	✓	✓	✓	✓
LOGO INCLUDED ON PROGRAM @ THE EVENT	✓	✓	✓	✓	✓
SEPARATE LISTING ON PROMOTIONAL MATERIALS	✓	✓	✗	✓	✗
SOCIAL MEDIA RECOGNITION	✓	✓	✓	✓	✓
LISTED IN EVENT PRESS RELEASE	✓	✓	✓	✓	✓



# EVENT SPONSORSHIP

## **VBSR Annual Legislative Breakfast**

VBSR's Annual Legislative Breakfast brings together VBSR members, policymakers, advocates, and state officials to explore and celebrate the opportunities to work collaboratively toward a just, thriving, and transformative economy in the upcoming legislative session. Typically held in December in Burlington, during this event VBSR unveils our legislative agenda for the upcoming session and presents our annual VBSR Legislator of the Year award.

Supporting VBSR's Legislative Breakfast is a great way to gain visibility for your brand while showing public support for VBSR's policy work. As a sponsor, your business will be seen proudly supporting legislation that centers on Vermont's economic strengths, universal healthcare, workplace quality, environmental protection, and movement towards local, renewable energy sources.

### **Lead Sponsor | \$1,000 – (Quantity 4)**

- One minute of podium time with optional promotional slide
- Logo displayed during event slide presentation with premium visibility
- Separate listing on event registration page with linked logo and business description
- Separate listing in email invitations/event recaps with premium visibility for linked logo
- Linked mentions in all social media promotions and event recaps
- Organization name listed in press releases
- Logo displayed on event signage

### **Supporting Sponsor | \$550**

- Recognition from the podium
- Logo displayed during event slide presentation with premium visibility
- Linked logo on event registration page
- Linked logo in all email promotions and event recaps
- Linked mentions in all social media promotions and event recaps
- Organization name listed in press releases
- Logo displayed on event signage



At Mascoma Bank we strive to be a force for positive change for our employees, customers, and communities. **VBSR's work aligns with our values.**

We are supporters of VBSR because they are conveners that bring together like minded businesses to network, learn and build connections with one another.

We sponsor **VBSR** events like the **Annual Conference** because they focus on both **social and environmental impact through conversations and workshops**, we always take valuable information and insights away. In partnership with **VBSR**, we can work to build a strong sustainable Vermont.



Mariah Davis | Community Impact Manager  
Mascoma Bank

# PROGRAM SPONSORSHIP

VBSR provides an educational and professional development platform for webinars, town halls, workshops, trainings, and peer learning cohorts on a variety of themes and topics related to leveraging the power of business for positive social and environmental impact.

Led by thought leaders pushing boundaries, our unique combination of issue expertise, community building, and radical accountability transforms workplaces, communities, and individuals.

As a program sponsor, you will not only broaden your brand's exposure, reach, and influence, but help fund the costs associated with coordinating these impactful educational programs for Vermont's socially responsible businesses, students, community leaders, and others drawn to our programming. You will also increase accessibility for all participants by reducing program fees and ensure fair compensation to our professional facilitators. Help transform our world through business education!





# PROGRAM SPONSORSHIP

## **Justice, Equity, Diversity & Inclusion (JEDI) Programming Training Series Sponsor \$2,000 Season / \$4,000 Year**

For all 4 JEDI trainings in a given season (fall or spring) or all 8 trainings per year.

- Thanked at beginning of event\*
- Logo displayed during event slideshow presentation at beginning of event\*
- Linked logo and business description on event registration page
- Linked logo featured on promotional emails for event
- Linked logo in all social media promotions
- Dedicated social media post acknowledging your support of VBSR's programming
- 4 Complimentary Passes to an individual training of choice

## **Justice, Equity, Diversity & Inclusion (JEDI) Programming Training Sponsor \$350**

Sponsors will support a specific virtual training of their choice:

- Thanked at beginning of event\*
- Logo displayed during event slideshow presentation at beginning of event\*
- Linked logo and business description on event registration page
- Linked logo featured on promotional emails for event
- Linked logo in all social media promotions

\*All events are recorded, reaching both live participants and those viewing recordings.





# PROGRAM SPONSORSHIP

## Policy Programming Sponsor I \$450

Sponsors will support a specific policy event of your choice, such as town halls and webinars

- Thanked at beginning of event\*
- Logo displayed during event slideshow presentation at beginning of event\*
- Linked logo and business description on event registration page
- Linked logo featured on promotional emails for event
- Linked logo in all social media promotions
- Opportunity to speak for one minute before 1 policy event of your choice

\*\*Note: The Legislative Breakfast is excluded from this opportunity\*\*

\*All events are recorded, reaching both live participants and those viewing recordings.

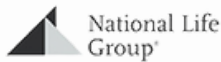


# THANK YOU TO OUR CHAMPION MEMBERS

## Champion Membership | \$5,750 per year

Our Champion Members keep us going! Membership at this leadership level helps to make VBSR membership, programming, and advocacy more accessible to all, and clearly demonstrates your organization's commitment to VBSR's mission. In return for this gracious level of support, Champions are highly visible in all VBSR promotional materials, messaging, and VBSR events. Champions also receive complimentary passes and underwriting for VBSR's Annual Conferences. Champion Members must be approved by the VBSR Board of Directors.

If interested in becoming a VBSR Champion Member, please reach out to our Membership & Development Manager, Jeremy Gerber at [JeremyG@vbsr.org](mailto:JeremyG@vbsr.org).



# VBSR

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