Vermont Businesses *for* Social Responsibility

# Marketing & Sponsorship Guide 2027

# PARTNER WITH PURPOSE

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

Whether sponsoring events and programming or reaching VBSR members 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.

## ANNUAL PROGRAMMING

### SIGNATURE EVENTS

- **ANNUAL CONFERENCE**
  *MAY, BURLINGTON*
- **AWARD CEREMONY**
  *OCTOBER, ESSEX*
- **ADVOCACY BREAKFAST**
  *NOVEMBER, BURLINGTON*

### GET TOGETHERS

- **UP TO 10 PER YEAR**
  *MONTHLY, ACROSS VERMONT*

### POLICY & ADVOCACY EDUCATIONALWEBINARS

- ***4 PER YEAR***
  *QUARTERLY, VIRTUAL*

## WHO YOU'LL REACH

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

### ANNUAL METRICS

**OVER 30** IN-PERSON AND VIRTUAL PROGRAMS

**2,000+** PROGRAM PARTICIPANTS

**11.8K** DIGITAL FOLLOWERS (NEWSLETTER + SOCIALS)

**600+** BUSINESSES AND ORGANIZATIONS

- 30+ B CORP BUSINESSES
- 30+ INDUSTRIES
- VBSR MEMBERS REPRESENT 40,000+ EMPLOYEES IN VERMONT, ABOUT 13% OF THE STATE'S WORKFORCE

## WHEN YOU PARTNER WITH US,

you reach Vermont's most engaged community of business leaders who are actively shaping the future of responsible business in our state.



# Build A VBSR Marketing Partnership

## A Custom Plan, Built Around Your Goals

Every business has different priorities - that's why VBSR offers an à la carte marketing and sponsorship partnership. Instead of a one-size-fits-all package, you hand-pick the opportunities that align with what matters most to your brand.

## Mix and Match Across Our Statewide Platform

Choose from opportunities across VBSR's full range of programming and communications. Combine these however makes sense for your goals:

- Digital Marketing - Reach an engaged audience through VBSR newsletters
- VBSR Get Togethers - commit to 1-9 Get Togethers, and opt in/out as they get planned throughout the year
- Annual Signature Events - choose from a range of sponsor levels for each
  - VBSR Conference (May)
  - Awards Ceremony & Dinner (October)
  - Advocacy Breakfast (November)
- Policy & Advocacy Webinars - Support free education on timely topics and reach a wide range of business leaders/employees.

## Get 20% OFF

**Confirm at least three opportunities in advance, and receive a 20% off on your full partnership plan.**

### Ready to Build Your Plan?

Let's talk about which opportunities best fit your goals for visibility, values alignment, and community impact. Contact Jeremy to discuss:

Jeremy Gerber
Membership & Development Manager
jeremyg@vbsr.org

# DIGITAL MARKETING

## NEWSLETTER ADVERTISEMENT
| $250 |

**WHAT'S INCLUDED:**

- Banner-style ad space (1200×600px) linked to your URL
- Prime placement in emails read primarily during business hours
- Maximum visibility among Vermont's values-led business community

**VBSR NEWSLETTER**

Our monthly newsletter reaches business leaders, policymakers, and advocates who turn to VBSR for connection and direction.

**4,500+** ENGAGED READERS

**35-45%** OPEN RATE

**12** SENT PER YEAR

**Pro tip:** Advertise in 2-4 editions for sustained visibility. Messages can be tailored monthly.
Bulk discounts are available

## VBSR FULL NEWSLETTER TAKEOVER
| $1,000 |

**WHAT'S INCLUDED:**

- Share an exclusive mission-aligned message with VBSR's newsletter subscribers
- Available to send most weeks throughout the year on a first come, first serve basis.
- Schedule yours in advance to hold your desired date.

Note: VBSR reviews all content to ensure mission alignment and reserves the right to request revisions.

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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

# GET TOGETHER SPONSORSHIPS

Hosted by VBSR members, these monthly Get Togethers events not only showcase the stunning spaces where Vermont businesses operate, but also serve as a forum for innovation and connection. These events are the perfect blend of professional development and enjoyable social time.

Every Get Together contains ample time to connect over casual snacks and drinks. Some will also include further programming such as facility tours, topical discussions between experts, or volunteering in the community.

## SPONSORSHIP BENEFITS

### HOSTED IN CHITTENDEN COUNTY | $400
### HOSTED OUTSIDE CHITTENDEN COUNTY | $350

- 1 minute of speaking time at the event
- Linked logo and company description on event webpage
- Linked logo and company descriptionon event registration page
- Recognition in select event promotion (social media, newsletter)



# ANNUAL CONFERENCE SPONSORSHIPS

## MAY 26, 2027 - HOTEL CHAMPLAIN, BURLINGTON

VBSR's Annual Conference is our biggest event of the year. This full day event 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 and the country.

Features include 450+ attendees, 50 exhibitors, an inspiring keynote, 12 breakout sessions, and a lively after party.

| | SPONSORSHIP TIERS | | | |
|---|---|---|---|---|
| | **KEYNOTE UNDERWRITER**<br>**$4,500**<br>(1 available) | **PREMIER UNDERWRITER**<br>**$3,000**<br>(5 available)<br>-Registration Sponsor<br>-Wifi Sponsor<br>-Lunch Sponsor<br>-Affinity Space Sponsor<br>-After Party Sponsor | **CONFERENCE UNDERWRITER**<br>**$1,800**<br>(Additional $400 discount to VBSR Gold Members) | **EXHIBITOR SPONSOR**<br>**$850**<br>(As space allows) |
| **Complimentary tickets** | **4** | **4** | **2** | **1** |
| **1 minute speaking opportunity** | At Keynote session | At one conference session of your choice | At one conference session of your choice | |
| **Special mention** | | Special mention from podium at Keynote session | | |
| **Exhibitor table** | ✓ Prime location | ✓ Prime location | ✓ | ✓ |
| **Marketing visibility on website** | ✓ Premium visibility | ✓ Premium visibility | ✓ | ✓ |
| **Marketing visibility at conference** | ✓ Premium visibility | ✓ Premium visibility | ✓ | |
| **Marketing in select digital promotion** | ✓ Premium visibility | ✓ Premium visibility | ✓ | |

# ANNUAL AWARDS CEREMONY SPONSORSHIPS

## OCTOBER 7, 2027 - THE ESSEX RESORT, ESSEX

Each year VBSR recognizes inspiring business leaders and organizations show casing the growth and impact of socially responsible business in Vermont. This event attracts around 200 business leaders from across the state. Typically scheduled in October, and hosted by a rotation of picturesque venues in northern Vermont.

| | SPONSORSHIP TIERS | | |
|---|---|---|---|
| | **SUNRISE SPONSOR** $4,000 | **SUNSHINE SPONSOR** $2,000 | **LUMINARY SPONSOR** $750 |
| **Complimentary tickets (includes drink tix)** | 8 | 4 | 1 |
| **1 minute speaking opportunity** | ✓ | | |
| **Rocognition from podium** | ✓ | ✓ | |
| **Branded section w/ reserved seats for your guests** | ✓ | | |
| **Marketing visibility on website & registration page** | ✓ Premium visibility | ✓ Premium visibility | ✓ |
| **Marketing visibility in event program booklet** | ✓ Premium visibility | ✓ Premium visibility | ✓ |
| **Marketing visibility on event signage** | ✓ Premium visibility | ✓ Premium visibility | ✓ |
| **Marketing visibility in select event promotion** | ✓ | ✓ | |

# ANNUAL ADVOCACY BREAKFAST SPONSORSHIPS

## NOVEMBER, 2027 - HULA, BURLINGTON

VBSR's Annual Advocacy Breakfast brings together 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. A topical issue may be presented as the event's theme, in which experts will present and discuss challenges and solutions.

## SPONSORSHIP TIERS

### LEAD SPONSOR | $1,500

(Quantity: 4)

- 2 complimentary tickets
- 1 minute of podium time with promotional slide
- Logo displayed during event slide presentation with premium visibility
- Logo displayed on event signage
- Premium marketing visibility on event registration page
- Premium marketing visibility in select event promotion

### SUPPORTING SPONSOR | $750

- 1 complimentary ticket
- Recognition from podium
- Logo displayed during event slide presentation
- Marketing visibility on event registration page



Photo by Jaida Breck

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## 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.”



Mascoma Bank

Mariah Davis | Community Impact Manager
Mascoma Bank

# POLICY & ADVOCACY EDUCATIONAL WEBINAR SPONSORSHIPS

## INVEST IN EDUCATION THAT TRANSFORMS

VBSR provides virtual educational and professional development opportunities for business professionals on a variety of themes and topics. Led by thought leaders who are bringing leading-edge thinking and practical applications to business challenges, these webinars attract 30-100+ participants depending on the topic

As a sponsor, you will not only broaden your brand's exposure, reach, and influence, but help ensure these important webinars remain FREE and open to the public.

## WEBINAR SPONSOR BENEFITS

### $500 | 4 EVENTS PER YEAR

- 1 minute of speaking time at the start of event
- Thanked at beginning of event
- Logo displayed during event slideshow presentation at beginning of event
- Premium marketing visibility on event registration page
- Premium marketing visibility in select event promotion.

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




PHOTO BY BEN M. COLLINS

# LET'S BUILD VERMONT'S FUTURE TOGETHER

Partnering with VBSR means joining a movement of businesses committed to making Vermont stronger, more sustainable, and more just.

Whether you're looking to increase visibility, connect with like-minded leaders, or support programming, we have sponsorship opportunities that align with your goals and values.

## READY TO GET STARTED?

Jeremy Gerber

Membership & Development Manager

jeremyg@vbsr.org

413-687-5361

Custom packages available. Let's talk about what makes sense for your organization.




Vermont Businesses *for* Social Responsibility