



---

Vermont Businesses  
for Social Responsibility

---

**Paid Marketing,  
Sponsorship and  
Giving Guide 2023**

FEBRUARY 24, 2023 VERSION



**By committing financially to 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, reaching membership through digital promotion, or giving to the Expanding Our Movement Fund, 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.**





# DIGITAL PROMOTION

## Sponsor VBSR's newsletter | \$200 per edition

Our bi-monthly newsletter (sent out every two weeks) is sent to a list of 5,000+ recipients and opened by ~1,400 business leaders. Reach this audience through banner-style ad space (400x200) linked to your URL of choice. Consider advertising in 2-4 editions for max visibility (messages can be tailored monthly, bulk discounts available).

## VBSR Full Newsletter Takeover | \$800

Share an exclusive mission-aligned email message with VBSR's digital mailing list of 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.





**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.**



Karen Lawson | Co-Owner and Chief Impact Officer |  
Lawson's Finest Liquids



# EVENT SPONSORSHIP

## **VBSR Networking Event**

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

These casual events are a great way to network with other members and connect with the VBSR staff. They're hosted by a VBSR member and 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 are all of the above plus a panel of visionary speakers discussing timely, mission related topics.

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

- 30-45 seconds to speak at the event
- Logo & 75-100-word company description & link to URL-of-choice @ event page
- Linked logo in geo-targeted email invitations
- Logo on displays at the event
- Social media thank you's and promotion



# EVENT SPONSORSHIP

## VBSR ANNUAL CONFERENCE

**VBSR's Annual Conference** is our **biggest event of the year**. This full day conference is held in Burlington, VT, and is a great chance for our community of values-led business people to come together and hear the latest on leading-edge, socially responsible ideas being implemented throughout our state, the country, and the world. Features include 400+ attendees, 40+ exhibitors, an inspiring keynote, 9 workshops, and a post-conference networking party.











































	KEYNOTE UNDERWRITER \$2750 (QUANTITY: 1)	NETWORKING/ REEF ROOM UNDERWRITER \$2750 (QUANTITY: 1)	ISTHMUS ROOM OR SUNSET ROOM UNDERWRITER \$2500 (QUANTITY: 2 - 1 ISTHMUS, 1 SUNSET)	UNDERWRITER \$1650/\$1250 GOLD MEMBERS (QUANTITY: 20)	EXHIBITOR \$600 (QUANT.: AS ROOM ALLOWS)	SPONSOR \$550 (QUANTITY: AS ROOM ALLOWS)
3 IN-PERSON CONF. TICKETS				2 IN-PERSON CONF. TICKETS	1 IN-PERSON CONF. TICKET	1 IN-PERSON CONF. TICKET
SPEAKING OPPORTUNITIES	PARTICIPATE IN INTRODUCING KEYNOTER @ PODIUM	ADDRESS NETWORKING RECEPTION ATTENDEES				
SPECIAL MENTION	SPECIAL MENTION AS A KEYNOTE SPONSOR @ PODIUM	SPECIAL MENTION AS REEF ROOM UNDERWRITER IN ALL REEF ROOM WORKSHOPS (-) THE KEYNOTE	SPECIAL MENTION AS ISTHMUS/SUNSET ROOM UNDERWRITER IN ALL ISTHMUS/SUNSET ROOM WORKSHOPS			
EXHIBITING TABLE						
OPPTY. TO SPONSOR A CONFERENCE WORKSHOP						
PREMIUM LOGO VISIBILITY WITH BUSINESS NAME, DESCRIPTION, & LINK ON CONF. WEBSITE & REGISTRATION PAGE						
PREMIUM LOGO VISIBILITY ON CONTINUOUS SLIDESHOW, IN BETWEEN WORKSHOP SESSION						
PREMIUM LOGO VISIBILITY ON DISPLAYS AND SIGNAGE						
BUSINESS NAME NOTED IN CONF. MATERIALS						
ROOM BRANDING						



# EVENT SPONSORSHIP

## VBSR ANNUAL AWARDS CEREMONY

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, CEO's 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 \$4000 (QUANTITY: 1)	SUNBURST TABLE SPONSOR \$2500 (QUANTITY: 3)	SUNSHINE TABLE SPONSOR \$2000 (QUANTITY: 3)	LUMINARY SPONSOR \$1500 (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

The Annual Legislative Breakfast brings together VBSR members, policymakers, advocates, and state officials as we explore and celebrate all the opportunities ahead to work toward a just, thriving, and transformative economy in the upcoming legislative session. Supporting this event is a great way to gain visibility while showing public support for our policy work. VBSR's Legislative Breakfast is typically scheduled in December in Burlington.

The moment is when we celebrate our VBSR Legislator of the Year, the only award the organization bestows outside the VBSR Annual Awards Ceremony. This well attended event is also where we unveil our legislative agenda for the upcoming session in Montpelier.

If you want your brand to 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, then sponsoring the VBSR Annual Legislative Breakfast is the perfect solution.





# EVENT SPONSORSHIP

## VBSR Annual Legislative Breakfast (cont.)

### Lead Sponsor | \$750 – (Quantity 4)

- One minute of podium time with option to include promotional slide
- Separate listing on VBSR event page with logo, link, and business description
- Separate listing on email invitations with premium logo visibility
- Logo listed on event powerpoint with premium visibility
- Listed separately in press releases
- Social media recognition

### Supporting Sponsor | \$450

- Recognition from the podium
- Logo and link on VBSR event webpage and email invitations
- Listed in press release
- Logo listed on event powerpoint with premium visibility
- Social media recognition





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**



# 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, our planet, and individual lives.

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 business leaders. Help to transform our world through business education!

## JEDI Programming Sponsor | \$2,000

For all JEDI webinars/workshops/trainings in calendar year (minimum of 5).

- Thanked at podium (in-person or virtual)
- Logo displayed at the beginning of event\*
- Logo featured on promotional emails for event
- Logo and description featured on event web page and registration page
- Logo featured in social media promotions
- Dedicated social media post acknowledging your support of VBSR's programming
- 4 Complimentary Passes to an individual workshop of choice



# PROGRAM SPONSORSHIP

## Public Policy Programming Sponsor | \$2,000

For all Public Policy programming including town halls and webinars (minimum of 5)

- Thanked at podium (in-person or virtual)
  - Logo displayed at the beginning of event
  - Logo featured on promotional emails for event
  - Logo and description featured on event web page and registration page
  - Logo featured in social media promotions
  - Dedicated social media post acknowledging your support of VBSR's programming
- Opportunity to speak for 60 seconds before 1 policy event of your choice
- \*\*Note: The Legislative Breakfast is excluded from this opportunity\*\*

## Educational Programming / Policy Event Sponsor | \$350

Sponsors will support a specific webinar, workshop, policy event, or training:

- Thanked at the podium (in-person or virtual)\*
- Logo displayed at the beginning of event\*
- Logo featured on promotional emails for event
- Logo and description featured on event web page and registration page

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



PHOTO BY STEPHEN MEASE



# PROGRAM SPONSORSHIP

## **Collaborate on a Workshop/Training/Webinar with VBSR | Cost varies**

Opportunity to collaborate on presenting up to 3 educational workshops/trainings/webinars on VBSR mission-relevant topics.

Content must be educational, interactive, up-to-date, and is subject to review by VBSR staff. Content may not include solicitation of goods, products, or services. VBSR will not cover any costs associated with the event and has the right to decline a proposal. If you are interested in this opportunity, please be prepared with the name of the individual(s) (if not yourself) that will be the presenter(s) as well as their availability.

VBSR programming is typically scheduled between 10am-12pm or 1pm-4pm on Tuesdays or Thursdays.



# SUPPORT OUR MOVEMENT

## **Donate to the Expanding Our Movement Fund**

While VBSR remains largely supported by member dues, sponsorship, and program fees, we are raising funds to support greater access, equity, and impact as VBSR grows our movement to revolutionize business in Vermont. This includes engaging new voices in our important work: students, start-ups, small and rural businesses, low-income, Black, Indigenous, and People of Color (BIPOC), and LGBTQ+ individuals/organizations.

With a gift to the campaign, your support will help ensure that VBSR continues to push the boundaries of what business can be, fostering radical change in workplaces, communities, institutions, and culture – in Vermont and beyond.

## **Expanding Our Movement Silent Auction**

Each fall, in support of the Expanding Our Movement Fund, VBSR seeks donations of mission-aligned goods, services, and experiences from generous VBSR members, non-members, and individuals in our community. These donations become featured items for a our online silent auction.

In addition to the support that you will show for VBSR, your organization will also benefit from your donation being shared with our 700 members and in the promotions for this event, which include over 7,000 email subscribers. Donating buzz-worthy offerings to the silent auction is a great way to support VBSR's mission while gaining exposure for your brand!





# THANK YOU TO OUR CHAMPION MEMBERS

## Champion Membership | \$5,550 per year

Our Champion Members keep us going! 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 exhibiting and underwriting at VBSR's Annual Conferences. Champion Memberships must be approved by the VBSR Board.



Vermont Businesses  
for Social Responsibility

