



Amplify Your Message

Paid Marketing Opportunities with VBSR

Vermont Businesses
for Social Responsibility

Your VBSR membership includes complimentary and paid opportunities to promote your business/organization and amplify your SR initiatives, innovative ideas & message.

Complimentary Opportunities for All Members:

All New Members are included in **the bi-monthly newsletter**, which is routinely opened by over 4,000 people. Listing includes business/organization name and link.

Use the VBSR Logo: Let the world know you are a proud VBSR member. Email info@vbsr.org for access to web and print quality logos for your website or marketing collateral (also available at www.vbsr.org). You can also request a sticker(s) for the access points of your organization's physical location. (Local First Vermont logos may be used as well.)

Provide us with your SR News: You can post your news to our website. Press releases announcing new programs, awards/recognitions, etc. are ideal. We may include them in our bi-monthly newsletter and our social media content.

Promote your Events: You can post your events (info sessions, educational offerings, company celebrations, community events, etc.) on our "Member Events" page. We highlight upcoming member events in our bi-monthly newsletter and share some of the content with our social media audience.

Promote your Job Openings: As with your events, your job openings can be posted on our web page, incorporated into our newsletter and may be spread to our social media audience.

Offer a Member-to-Member Discount: Include Member-to-Member offers in your business profile in the online directory. New offers are highlighted for free via our newsletter and social media.

Engage with VBSR on Social Media: Follow and engage with us on social media. Tag us via Facebook/Twitter/Instagram and we'll comment/like/follow. Ask us for help pushing relevant SR contact and we'll share your story.

Attend VBSR Networking Get-Togethers and other VBSR Events: Be visible, accessible, and ready to positively engage with the VBSR community of businesses.

Appear on WDEV Radio: VBSR hosts "The Vermont Conversation" with David Goodman weekly. Let us know if you have a topic and/or guests that you think would be compelling, and we will consider for the schedule. Also available on podcast.

Join the VBSR Marketplace: You can join our online, multi-barter network. In addition to finding you new business while saving cash, The Marketplace promotes your offers and others' to its audience.

Submit a Workshop Proposal for our Spring and/or Fall Conferences: Keep an eye on our web page and newsletter for RFP announcements and submission guidelines (note that this is a competitive process; if selected, you will have the opportunity to help educate and engage with a large population of forward-thinking businesspeople).

(continued)

Paid promotional opportunities can be found on the reverse of this document.

Paid Opportunities:

Purchase VBSR Mailing List: \$150

Pre-printed labels supplied for your mailing. VBSR must pre-approve your mailing prior to providing labels. Turnaround time is 3-5 business days. Labels include around 90% of current members (all but those that have opted out of printed mailings from VBSR).

Sponsor VBSR's bi-monthly newsletter: \$250/edition

Monthly enews opened by 700-800 business leaders. Reach this audience through banner-style ad space. Roughly 400x200 (will scale/size for best visibility within section), linked to your website of choice. You may want to consider advertising in 2-4 editions for max visibility (messages can be tailored monthly, discounts available). Need all info in-house by the 15th of the month. Contact TobyA@vbsr.org for questions or examples.

Sponsor Legislative Update or Vermont Intern Program Emails: Variable

Each of these e-blasts has its own unique audience. To sponsor the Legislative Update (weekly during the session), contact DanielB@vbsr.org. To sponsor our VT Intern Program newsletters, contact LizD@vbsr.org.

Sponsor a VBSR Networking Get-Together: \$250 in Chittenden Co., \$220 outside of Chittenden Co.

Sponsor logos included in all e-vites, on our event website, and on physical invite mailed to approximately 700 forward-thinking businesses. Sponsors receive 30 seconds of podium time. Max of 9 sponsors per.

Host a VBSR Networking Get-Together: (Variable)

Get-Together hosts do not pay VBSR for visibility; they provide space, food, and drink for the event. Hosts are promoted and thanked by VBSR via email, newsletter, press releases, social media and event materials. Hosts receive 5-10 minutes of podium time to discuss SR initiatives.

Sponsor a Conference: Rates/Levels Vary (\$250 - \$2500)

There are a variety of sponsorship opportunities for our dynamic conferences, which attract hundreds of participants. For more information on conference sponsorship opportunities, email tobya@vbsr.org

Exhibit at the Spring/Fall Conference: Variable

Exhibitors receive an exhibit table, one complimentary conference pass, Internet access and power. Exhibitors are also listed in conference packets and materials. The Spring Conference is typically scheduled for May in Chittenden County, and the Fall Conference is typically central or southern VT.

Sponsor VBSR's Annual Award Dinner & Ceremony: \$550 - \$4000

Sponsor logo and/or business name included in all event-related communications and promotion. Logo also included in printed program, on sponsor recognition signage and via social media. Depending on sponsorship level, sponsors may receive complimentary ticket/tickets.

Sponsor Annual Legislative Reception or Breakfast: \$500 - \$1000

Logo on all event-related communication and promotion and on sponsor recognition signage at event. Social media recognition and acknowledgement. Thanked from podium, identified at event. VBSR Legislative Reception is typically scheduled for early February in Montpelier & Breakfast in December.

Sponsor *The Vermont Conversation*: \$2500/year

Hosted Weekly by David Goodman on WDEV, *The VT Convo* is one of most listened to programs in its time slot; also available as a podcast. Sponsors receive company logo and link on VBSR website, in VBSR Enews and on *The Vermont Conversation* website and blog. Weekly on-air recognition (approximately 50 weeks). Social media recognition and acknowledgement.

Become a Champion Member: \$5,000 per year

Our Champion Members keep us going! In return for this high level of support, Champions highly visible in all VBSR promotional materials, messaging & at all VBSR events. Champions also receive complimentary exhibiting & underwriting at VBSR's Spring/Fall Conferences. Champion Memberships must be approved by the board. Contact Toby to learn more.

VBSR is a statewide, non-profit business association with a mission to advance business ethics that value people, planet, and profit. Through economic development, education, public influence, and networking, VBSR strives to help 670+ members set a high standard for protecting the natural, human, and economic environments of the state's residents, while remaining profitable. www.vbsr.org.