



# SPONSORSHIP & ADVERTISING

## 2022 Events

Email [info@vtrga.org](mailto:info@vtrga.org)

VRGA are now offering multiple new ways to sponsor & advertise with each association. Choose between annual packages, à la carte events, newsletter advertising, and more! Use this sheet to identify which options work best for your company and then email [info@vtrga.org](mailto:info@vtrga.org) to learn more and set up your sponsorship plan.

### VRGA Legislative Day and Specialty Food & Beverage Tasting

**February 23rd, 2022**

**Capitol Plaza, Montpelier**

*We're excited to welcome members back to an in person legislative day and specialty food & beverage tasting!*

*Join VRGA members and specialty food & beverage producers in hearing from Legislative Leadership and Elected Officials. Highlight your brand in front of attendees, show your support for the industry to other businesses and legislators, and sample the newest and most interesting specialty food and beverages coming out of Vermont.*

- Legislative Impact Sponsorship - \$700
  - Includes complimentary admission, special mention during remarks, logo on sponsor sign and an optional exhibit table (limited amount, first come first serve)
- Legislative Day Table Sponsor - \$250
  - Includes exhibit table (limited amount, first come first serve)

#### NEW THIS YEAR

#### Legislative Tasting Scavenger Hunt

***Help us entice retailers to visit the specialty food and beverage tables to learn about products they can bring into their store. Retailers receive a stamp/sticker in their passport at each stop. Once retailers fill their passport they are entered to win prizes!***

- Scavenger Hunt Sponsor - \$500
  - logo on the front of the passport
  - Limit 4
- Scavenger Hunt Supporter - \$250
  - logo on the back of the passport
  - Limit 6
- Scavenger Hunt Donor - Free
  - Donate a popular item to be used as a prize and be recognized at our Legislative Tasting.

### Country Stores Month

*October 2022*

*Each year, Vermont's Governor declares October to be "Independent Country Store Month". VRGA is looking for ways to increase coverage of country stores during this month and throughout the year: sponsors will help to bring on dedicated photographers to cover our members, increase social media presence of stores and more!*

*Sponsors will be included in a press release honoring country stores and receive one free piece of sponsored content in our newsletter along with one free blog post. Sponsors will be linked in social media posts throughout the year.*

- Sponsorship: \$500

### VRGA Annual Meeting

Fall 2022 Tentative

*Each year VRGA members gather to elect new board members, go over association business, network and learn about new opportunities available for their business.*

*We have set a tentative fall date for the 2022 Annual Meeting. We will announce sponsorship opportunities as soon as they are available. The 2022 annual meeting will be in conjunction with a fall golf opportunity for VRGA members. Details on the golf event are being finalized and will be announced when they are available. We appreciate your future support of this event!*



# SPONSORSHIP & ADVERTISING

## Advertising

Email [info@vtrga.org](mailto:info@vtrga.org) or  
[info@vtspecialtyfoods.org](mailto:info@vtspecialtyfoods.org)

### Industry Newsletter Ads

*The VRGA newsletter is the main source of legislative and event information for members. The newsletter is sent digitally and printed for select members. When you advertise here, you reach over 1000 retailers and grocers throughout the state. Published monthly.*

#### Page Ads

- ¼ page \$79
- ½ page \$115
- Full page \$149
- Color charge \$65

#### Inserts

- Single sided - \$210
- Double sided \$250
- Sponsor provides inserts

### Weekly Update Ads

*Whether it's COVID-19 relief or legislative information, these updates fill the gap between newsletter publication dates allowing members to have all the info they need as soon as we receive it. Updates are sent on a weekly (occasionally bi-weekly) basis to members. Reach over 1000 retailers and grocers with each update.*

- Fully digital distribution
- \$100 per week of advertising

### Newsletter Sponsored Content

*Have info on a new program or one of your offered products? Want to reach a broad range of businesses? Sponsored content gives you a written callout in the newsletter.*

- Cost: \$75
- No images allowed
- Written content must be delivered to VRGA by agreed date prior to publication

### Sponsored Blog Post

*Placed in the news section of the VRGA website, and distributed on social media, these blog posts allow you to reach industry members and the general public with the VRGA and VSFA stamp of approval.*

- Cost: \$100
- Images must be provided
- Written content must be delivered to VRGA by agreed date prior to publication

## Annual Packages

### Champion

\$5000

***Champion Sponsors support every aspect of the association***

- Your logo or company name will be everywhere: Communications, events, etc.
- Logo displayed in staff email signature
- Dedicated homepage slideshow image that links to your website
- Logo displayed in yearly sponsorship section on website
- 2 tickets to all paid events (does not include registration for golf)

### Supporting

\$2000

***Supporting Sponsors help provide knowledge to the industry***

- Logo or company name on all member communications. Linked where applicable.
- Company name in staff email signature. Linked where applicable.
- Linked Logo displayed in Annual Sponsorship section on website

### Sustaining Member

\$1000

***Sustaining Member Sponsors provide a base for all industry assistance***

- 12 Months of logo inclusion in newsletter
- Logo displayed in Annual Sponsorship section on website