



# SPONSORSHIP & ADVERTISING

## 2021 Events

Email [info@vtrga.org](mailto:info@vtrga.org) or [info@vtspecialtyfoods.org](mailto:info@vtspecialtyfoods.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) or [info@vtspecialtyfoods.org](mailto:info@vtspecialtyfoods.org) to learn more and set up your sponsorship plan.  
*Logos identify which option is available for each association.*

### Webinars

*Virtually throughout 2021*

*Help VRGA and VSFA keep members informed by sponsoring a 2021 webinar. Webinar topics are broad, from legislative and regulatory to business education. Sponsors show their support of the industry by helping it grow stronger!*

- Champion Sponsor: \$1000
- Lead Sponsor - \$500
- Supporting Sponsor - \$250

### Legislative Update Ways to Reach Your Legislators

*February 2021*

*Due to continuing safety issues, we're hosting a Virtual Legislative Update session instead of our traditional Legislative Day. Attendees will leave with talking points and information to bring back to conversations with Legislators.*

- Industry Champion: \$600

### Scholarship Golf Tournament

*Late summer/early fall (tentative)*

*Help support the VRGA scholarship fund while spending the day with friends and colleagues. VRGA has raised over \$400,000 at these events. Participants include retailers, grocers, distributors, producers business service providers and more!*

- Sponsorships from \$125-\$2000
- Course TBD

### Country Stores Month

*October 2021*

*Historically, Vermont's Governor has declared October to be "Independent Country Store Month". VRGA looks forward to celebrating this recognition again in 2021 and will work to highlight country stores leading up to and throughout this month.*

- Sponsorship: \$250

### Road Rally

*October 2021*

*Hop in your car and hit the road on this curated journey to stores throughout the state. Supporting this event supports independent retailers and grocers statewide! This event highlights our members and is open to the public as well as VRGA members*

- Sponsorships from \$100-\$2000

### Vermont's Best Bagger

*October 2021*

*Join VRGA as we invite baggers from across the state to compete for a shot at being Vermont's Best Bagger, and a trip to the 2021 National Best Bagger Competition where they can win \$10,000! Held at University Mall, viewing open to the public and media invited.*

- Sponsorship: \$100