



SPONSORSHIP & ADVERTISING

Advertising

Email info@vtrga.org or
info@vtspecialtyfoods.org

Industry Newsletter

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 Updates

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 will be everywhere: Communications, events, etc.
- Dedicated homepage slideshow image that links to your website
- Logo displayed in yearly sponsorship section on website
- Complementary tickets to all paid events

Education

\$2000

Education Sponsors help provide knowledge to the industry

- Logo on all educational program event pages, webinars, & communications. Linked where applicable.
- Linked Logo displayed in yearly sponsorship section on website
- Linked logo on footer on event and webinar pages

Supporter

\$1000

Supporter Sponsors provide a base for all industry assistance

- 12 Months of logo inclusion in newsletter
- Logo displayed in yearly sponsorship section on website