

Business Alliance Program

Partner with Vermont League of Cities and Towns



VLCT's Business Alliance Program (BAP) is the only sponsorship program that connects businesses to the spending power of 10K+ local and state officials affiliated with our membership and network.

You get unparalleled access to influential local leaders and specialized municipal staff from Vermont's 247 cities and towns, plus 139 additional municipal entities.

Affiliating with VLCT, a nonprofit, member-owned, local government association, is an easy, surefire ROI for your advertising dollars. Purchasing a plan gives you one-stop-shop options that showcase your brand in various digital and print publications, on VLCT's website and email communications, and at our conferences, events, and trainings.

BROADEN YOUR REACH



BOOST YOUR BRAND



BUILD YOUR CONNECTIONS



STAY IN THE LOOP

Businesses that want to reach municipal customers need to reach VLCT's members. Illustrate how and why your products & services meet the needs of Vermont's municipal entities.

Get brand awareness in the local government marketplace. Associating with VLCT and its members instantly elevates your brand recognition.

Network directly with coveted customers. Develop and maintain meaningful relationships with key decision makers in the municipal and state market.

Keep your finger on the pulse of what is happening in local government. Being a part of this program makes it easy to stay abreast of critical local issues.

BUSINESS ALLIANCE PROGRAM
CONNECTING YOU TO LOCAL GOVERNMENT

VERMONT LEAGUE
OF CITIES & TOWNS



Summary of BAP Plans

Simply match your goals and budget to the level of benefits and engagement that works for you.

Corporate Sponsor

\$20,000 PLATINUM / \$10,000 GOLD

Corporate sponsorship is an invitation-only opportunity to directly affiliate with VLCT year round (July–June) and through multiple channels. With this investment, you get all the benefits of Town Fair sponsorship and Partner Membership, plus category exclusivity and numerous co-branding opportunities that keep you consistently on our members' radar. Both Gold and Platinum tiers get training opportunities at Town Fair, placement in our publications, and the option to sponsor one of our annual direct mail pieces. With Platinum (\$10K more), we work with you to build a creative, customized annual campaign that translates to year-round advertising on our website and in nearly every publication, event, and communication channel. The cost difference between these tiers is double, but the return is limitless.

Town Fair Sponsor & Exhibitor

\$5,000 TIER 1 / \$2,200 TIER 2 / \$850 EXHIBITOR BOOTH

These levels equate to "your name in lights" at our signature event, and they include Partner Membership which delivers value all year long. The Town Fair tiers feature select promotional placements and exhibitor benefits that showcase your brand at VLCT's popular annual conference. Town Fair 2023 is expected to exceed our typical 500+ attendees and is promised to be an especially lively event. A FREE Town Fair Booth is included in Tiers 1 and 2. **The Exhibitor Booth tier provides the traditional experience of exhibiting at Town Fair** and includes Partner Membership at no extra cost. (See the 2023 BAP Benefits page for a full list of what's included.)

Partner Member

\$495 STANDARD / \$395 NONPROFIT

If you do just one thing to connect to VLCT and its members, this is it. Think of it as an annual subscription to all things local government. Partner Membership is the core of our BAP Program. It gives you access to search VLCT member contacts, view member-only website content, and register for events through an account in VLCT's new Municipal Access Portal (MAP). Partner Members also receive first consideration for speakers and training opportunities, subscriptions, and listings on our website and digital publications.



Choose Your Plan

2023

BAP Benefits

	CORPORATE SPONSOR		TOWN FAIR SPONSOR & EXHIBITOR			PARTNER MEMBER
	Platinum Only 1 available \$20,000	Gold Only 4 available \$10,000	Tier 1 Sponsor \$5,000	Tier 2 Sponsor \$2,200	Exhibitor Booth \$850	Standard \$495 Nonprofit \$395
Subscriptions to VLCT News, VLCT Journal, and VLCT Weekly Legislative Report	✓	✓	✓	✓	✓	✓
Speaker/Trainer Opportunities <i>(First consideration)</i>	✓	✓	✓	✓	✓	✓
Member-Only Events Access	✓	✓	✓	✓	✓	✓
VLCT Journal Partner Showcase <i>(In April issue, newly elected officials' first edition)</i>	✓	✓	✓	✓	✓	✓
VLCT Partners Web Listing	✓	✓	✓	✓	✓	✓
Municipal Access Portal Account <i>Access to VLCT Municipal Contacts Directory & member-only content</i>	✓	✓	✓	✓	✓	✓
VLCT Journal August Special Sponsor Feature	Premier Placement	Highlighted	✓	✓	✓	
Town Fair Printed Exhibitor Guide Listing	Full-Page Ad	Half-Page Ad	✓	✓	✓	
Town Fair Web Exhibitor Listing	Featured	✓	✓	✓	✓	
Town Fair Trainings Access	✓	✓	✓	✓	✓	
Town Fair Meal Tickets	4	4	4	4	2	
Town Fair Exhibitor Booth Location <i>(Sept. 26 & 27)</i>	VIP	VIP	Prime	Standard	Standard	
Town Fair Training Recognition	All Trainings	✓	✓	✓		
Town Fair Registration Recognition	Featured	✓	✓	✓		
Town Fair Web Ad or Logo	Featured	✓	✓	✓		
Town Fair Attendee Packet Sponsor Directory	Featured	Highlighted	✓	✓		
Town Fair Roundtables Recognition	Featured	✓	✓	✓		
Annual Meeting Recognition	Featured	✓	✓			
Town Fair Attendee Packet Flyer	✓ + Sponsor Folder	✓	✓			
Town Fair Keynote Address Recognition	Featured	✓	✓			
Town Fair Email Recognition	Ad	Logo	Name			
VLCT Journal Advertising <i>(Monthly email periodical)</i>	Custom Campaign	2 issues				
Trainings and Other Events Recognition <i>(Throughout the year; includes annual golf outing)</i>	✓	✓				
VLCT News Entries <i>(Twice monthly email news)</i>	Custom Campaign	4 issues				
Town Fair Bag Recognition	Featured	✓				
Training or Speaking Opportunity <i>(At a VLCT event or training, including Town Fair)</i>	✓ + VLCT Annual Meeting	✓				
Exclusive Sponsorship of Select Publications	VLCT Municipal Calendar	Choice to sponsor 1 of 4*				
Custom Year-Round Campaign <i>Designed to meet your specific engagement goals. Refer to Summary of BAP Plans.</i>	★					



Looking for ONLY a Town Fair booth?

It's the Exhibitor Booth tier and includes Partner Membership.

[VLCT.ORG/BAP](https://vlct.org/bap)



Business Alliance Program

Connecting You to Local Government

PARTNER WITH VLCT!



Vermont League of Cities and Towns

89 Main Street, Suite 4
Montpelier, VT 05602

REGISTER ONLINE [VLCT.ORG/BAP](https://vlct.org/bap)

PRSRT STD
U.S. Postage
PAID
Burlington, VT
Permit No. 253

- + Sponsor
- + Exhibit
- + Connect

Get the most out of your advertising dollars and help our members find the very best products and service out there.



Include VLCT's signature event as part of your marketing plan

SEPTEMBER 26 & 27
DOUBLETREE BY HILTON
SOUTH BURLINGTON

Join in on the fun and excitement of in-person sales and networking with Vermont's leading municipal officials. Whether you choose to simply exhibit or take advantage of bonus exhibitor options available by being a Town Fair Sponsor, all exhibitors get access to **500+ in-person guests and attendees.**

Exhibitor Booth Benefits

- Exhibitor Booth +2 lunch tickets
- Easy online registration and streamlined portal with access to all your information
- Incentives and built-in time for attendees to network with you
- Access to our dinner event, keynote address, & Town Fair trainings allows for substantial additional networking time with attendees
- Inclusion in the Town Fair Exhibitor Guide, provided to each attendee
- Premium booth options available for more exposure (included with Town Fair Sponsorship Tiers 1 & 2)
- VLCT Partner Member benefits (included) deliver value all year long (see grid for details)
- Listing in the August VLCT Journal

Our members insist that the Exhibit Hall be front and center as part of the action.

Town Fair 2023 at the Doubletree by Hilton is an event not to be missed!

500+ IN-PERSON GUESTS AND ATTENDEES

