

# VLCT's Business Alliance Program

## Why Businesses and Organizations Should Partner with VLCT

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.

Businesses and organizations benefit by promoting their products and services to key municipal decision makers through all of our trusted resources and programs — in various digital and print publications, on VLCT's website and email communications, and at our conferences, events, and trainings.

## What's New for 2023

### Increased Value for All Members

All levels will receive an exciting new benefit: access to VLCT's Municipal Contacts Directory and member-only content through your own Municipal Access Portal (MAP) account, created at sign-up.

[Register](#)

## Interested in Learning More?

[Explore Your Options](#)

Click the tabs or [download the kit](#) to see what's new and what's still great about each of the program tiers. Corporate sponsors get even more benefits this year, while new offerings have been added for Town Fair Sponsor and Exhibitor Tiers based on your feedback about what you find most valuable.

### Business Alliance Program Kit

- [Exhibitor Booth Tier](#)
- [Town Fair Tier 2](#)
- [Town Fair Tier 1](#)
- [Corporate Sponsors](#)
- [Partner Membership](#)

**Exhibitor Booth Tier** provides the traditional benefits of exhibiting at Town Fair, and annual Partner Membership, in addition to now with four lunch tickets at no extra cost and an annual Partner Membership included at no extra cost. [Learn more about exhibiting at Town Fair](#) or [register](#) using the form at the bottom of this page. \$850.

**Town Fair Tier 2** delivers more value for a lower cost. We offer a variety of ways to have your name and logo incorporated into our Town Fair event, along with Partner Member benefits. Your investment makes sure you keep receiving brand recognition throughout the year. \$2200.

**Town Fair Tier 1** features more benefits than ever with additional recognition at the Annual Meeting, in the attendee packet, at our Keynote address, and on all Town Fair emails. Tier 1 sponsors also have the option to choose a prime booth space in our two-day exhibit hall. \$5000.

Limited to no more than four (1 Platinum and 4 Gold), the Corporate Sponsor levels have been refined to reflect the true partnership they represent. Training opportunities, co-branding, placement in all of our publications, and sole sponsorship of one of our annual direct mail pieces give this investment a nearly limitless return. \$20,000/\$10,000

If you do just one thing to connect to VLCT and its members, this is it. Organizations and non-profits should think of it as an annual subscription to all things local government. \$495/\$395.

## Looking for More about Town Fair?

Town Fair 2023 is taking place in person at the DoubleTree by Hilton in South Burlington, Vermont. See the Related Links section to the left. More information will be coming soon including an Exhibit Hall map to help you pick your booth location, and the ability to review key event information such as setup and show times, cancellation policy, and more.

## Ready to Register?

Registration to be part of the Business Alliance Program is quick and easy. Use the all-in-one form below to sign up at whatever level meets your marketing goals & budget and also register your Town Fair booth.

Questions? Call 802-229-9111 or email us at [BAP@vlct.org](mailto:BAP@vlct.org), and a member of our Business Alliance Program team will get back to you shortly.