About the Vermont League of Cities and Towns

Serving all of Vermont’s 246 cities and towns, VLCT is a nonprofit, nonpartisan, member-owned organization that provides Vermont’s local government with a wide range of specialized benefits, expertise, and services necessary to make Vermont’s communities more vibrant. Membership includes 139 other municipal entities, e.g., villages, solid waste districts, regional planning commissions, and fire districts.

BROADEN YOUR REACH

Businesses that want to reach municipal customers need to reach our members. Use this unique opportunity to showcase how and why your products and services meet the needs of Vermont’s municipal entities.

BOOST YOUR BRAND

Get brand awareness in the local government marketplace. Associating with VLCT and its members elevates your business’s profile and builds brand awareness.

BUILD YOUR CONNECTIONS

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

Why Partner with VLCT?

Gain exclusive access to influential local leaders and specialized municipal staff from all of Vermont’s 246 cities and towns, plus 139 additional municipal entities. Use this unique opportunity to showcase your brand in various print and digital publications, on VLCT’s website and email communications, and at various conferences, events, and trainings.
BUSINESS ALLIANCE PROGRAM LEVELS

Connect the Way You Want

Match your goals and budget with the level of benefits and engagement that works best for you.

PARTNER MEMBER $595 STANDARD / $495 NONPROFIT

Partner Membership is the core of our Business Alliance Program and gives businesses and organizations exclusive access to our sponsorship programs, subscriptions, advertising discounts and priority access to ad reservations, member rates for events, and listings on our website and in our news magazine and business directory.

NOTE: This membership replaces our Contributing Membership.

TOWN FAIR SPONSOR $5,000 TIER 1 / $3,500 TIER 2 / $1,500 TIER 3

Three tiers of engagement include all of the benefits of Partner Membership (at no extra cost), as well as select promotional placements that showcase VLCT’s signature annual conference, Town Fair. This year’s event offers additional benefits as a free, five-day, virtual event, with anticipated attendance exceeding our typical 500+ attendees. NOTE: These tiers are similar to previous years but they offer more for the same prices.

CORPORATE SPONSOR $20,000 PLATINUM / $10,000 GOLD

Two premiere levels of engagement are limited in number and available by invitation only. These combine all of the benefits of a Partner Member with the highest value Town Fair Sponsor tier and have additional exclusive benefits and access including premium promotional placements.

VLCT.ORG/BAP
## Business Alliance Program Levels

<table>
<thead>
<tr>
<th>Corporate Sponsor</th>
<th>Town Fair Sponsor</th>
<th>Partner Member</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum</strong></td>
<td><strong>Gold</strong></td>
<td><strong>TIER 1</strong></td>
</tr>
<tr>
<td>Only 1 available</td>
<td>Only 3 available</td>
<td><strong>TIER 2</strong></td>
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<tr>
<td>$20,000</td>
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<td>NONPROFIT</td>
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<td></td>
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<td>$495</td>
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</tbody>
</table>

### Corporate Benefits
- Linked logo on VLCT website home page
- Featured logo on VLCT Partner web page
- Sponsorship announcement at events & trainings
- Featured ad in all digital newsletters
- Article in VLCT News + digital newsletter
- Sponsorship language on training mailings & emails
- Full sheet in event & trainings folders
- Training opportunity at Town Fair
- Keynote sponsorship slide at Town Fair
- Branded promotional item in member mailing
- Back cover ad in VLCT News and VLCT Business Directory
- Full inside page ad in VLCT News magazine

### Town Fair Benefits
- Recognition during keynote welcome
- Full sponsor sheet in attendee handouts
- Ad in VLCT News magazine, Town Fair issue
- Banner ad on Town Fair web page
- Priority exhibitor booth access for Town Fair 2021
- Logo + info on attendee sponsor sheet
- Highlighted listing in new VLCT Business Directory
- Logo displayed on registration page
- Recognition during group welcome
- Logo in Sponsor Showcase in VLCT News magazine

### Partner Member Benefits
- Discount on all advertising
- Priority access to ad placements
- Listing in new VLCT Business Directory
- Access to sponsorship programs
- Listing on Partner page in VLCT News magazine
- Listing on VLCT Partner web page
- Subscription to Weekly Legislative Report
- Member rates on all publications
- Member rates for attending Town Fair
- Subscription to VLCT News magazine
VLCT Business Directory - The information in this section will be used in the VLCT Business Directory.

Organization Name  Please write your organization name exactly how you would like it to appear in the directory.

Description of product or service

Published Contact - First Name  Published Contact - Last Name

Title

Email

Phone

Website

Address

City  State  Zip

Business Alliance Program Levels

**CORPORATE SPONSOR**

**PLATINUM**
Only 1 available

$20,000

**GOLD**
Only 3 available

$10,000

**TOWN FAIR SPONSOR**

**TIER 1**

$5,000

**TIER 2**

$3,500

**TIER 3**

$1,500

**PARTNER MEMBER**

**STANDARD**

$595

**NON-PROFIT**

$495

Total Sponsorship $

VLCT reserves the right to decline advertising or sponsorship that it deems to be in conflict with the League’s mission and/or services.
Advertise with VLCT

Check Your Discount!
Refer to the Business Alliance Program benefits to see your discount - up to 75%!

VERMONT LEAGUE OF CITIES & TOWNS 802-229-9111 VLCTNEWS@VLCT.ORG VLCT.ORG/ADS

REACH 6000 LOCAL + STATE OFFICIALS ACROSS VERMONT

1. BACK COVER
   TRIM W: 8.5 X H: 7.125 IN
   BLEEDS W: 8.75 X H: 7.25 IN
   ONLY $850

2. FULL PAGE INSIDE FRONT COVER
   TRIM W: 8.5 X H: 11 IN
   BLEEDS W: 8.75 X H: 11.25 IN
   ONLY $750

3. FULL PAGE INTERIOR
   TRIM W: 8.5 X H: 11 IN
   BLEEDS W: 8.75 X H: 11.25 IN
   ONLY $600

4. 1/2 PAGE VERTICAL
   TRIM W: 4.25 X H: 11 IN
   BLEEDS W: 4.375 IN X H: 11.25 IN
   ONLY $400

5. 1/2 PAGE HORIZONTAL
   TRIM W: 8.5 X H: 5.5 IN
   BLEEDS W: 8.75 X H: 5.625 IN
   ONLY $400

6. 1/4 PAGE
   TRIM W: 3.875 X H: 5.125 IN
   BLEEDS N/A
   ONLY $250

Check Your Discount!
Refer to the Business Alliance Program benefits to see your discount - up to 75%!
## VLCT NEWS & BUSINESS DIRECTORY ADVERTISING CONTRACT

### A. ADVERTISING OPTION

<table>
<thead>
<tr>
<th>Option</th>
<th>Rate per Issue</th>
<th>Select Option</th>
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</thead>
<tbody>
<tr>
<td>Back Cover</td>
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<td></td>
</tr>
<tr>
<td>Full Page - Inside Front Cover</td>
<td>$750</td>
<td></td>
</tr>
<tr>
<td>Full Page - Interior</td>
<td>$600</td>
<td></td>
</tr>
<tr>
<td>1/2 Page - Vertical</td>
<td>$400</td>
<td></td>
</tr>
<tr>
<td>1/2 Page - Horizontal</td>
<td>$400</td>
<td></td>
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<tr>
<td>1/4 Page</td>
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### B. ISSUES

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<thead>
<tr>
<th>Issues</th>
<th>Select Issues</th>
<th>Free Issues for Qualified Sponsors</th>
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<tbody>
<tr>
<td>VLCT News Jan-Feb</td>
<td></td>
<td></td>
</tr>
<tr>
<td>VLCT News Mar-Apr</td>
<td></td>
<td></td>
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<tr>
<td>VLCT News May-Jun</td>
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<tr>
<td>VLCT News Jul-Aug</td>
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<tr>
<td>VLCT News Sep-Oct</td>
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<tr>
<td>VLCT News Nov-Dec</td>
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### C. TOTAL

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<th>Item</th>
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<tbody>
<tr>
<td>Subtotal</td>
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<tr>
<td>Business Alliance Program Discount</td>
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</tr>
<tr>
<td>Total</td>
<td>$</td>
</tr>
</tbody>
</table>

Please mail to Vermont League of Cities and Towns, or scan and email to vlctnews@vlct.org.

### D. Organization Information

- **Organization**: 
- **Contact Person**: 
- **Address**: 
- **City**: __________ State ______ Zip ________
- **Phone**: __________ Fax: __________
- **Email**: __________ Web: __________

I understand that all advertisements must be paid for in advance to run in VLCT News.

**Signature**: ____________________________

**Date**: __________

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**Circulation:** *VLCT News* is distributed 6 times a year to approximately 6K members digitally and in print.

**Publication Schedule:** *VLCT News* is posted online and mailed within the first week of the issue month.

**Advertising Deadline and Payment:** Display ads and payments must be received by each issue deadline. A complete list of deadlines can be found at [vlct.org/ads](http://vlct.org/ads).

**Color/File Formats:** *VLCT News* is printed in four-color (CMYK). Display ads are preferred as PDF files with all fonts embedded and all colors converted to CMYK. High resolution JPEG, AI, EPS documents, and TIF files are also acceptable.

VLCT reserves the right to decline advertising or sponsorship that it deems to be in conflict with the League’s mission and/or services.