



VERMONT LEAGUE
OF CITIES AND TOWNS

JULY 1, 2025 – JUNE 30, 2026

+ Early Bird options!
See À la Carte insert

Business Alliance Program



*Connecting You
to Vermont Local
Government*

Choose *Your* BAP Plan



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SIGN UP

Simply match your goals and budget to the level of benefits and engagement that works for you. To compare the different plans side by side, refer to the BAP Benefits grid.



Corporate Sponsor

CUSTOM PLATINUM / \$10,000 GOLD

Corporate sponsorship is an opportunity to directly affiliate with VLCT year-round.

With these sponsorships, you get all the Town Fair and Partner Membership benefits, plus numerous opportunities to keep you consistently on our members' radar including sharing your content or advertisement in the *VLCT Journal*, in the *VLCT News*, on VLCT's website, and on our social media. Corporate sponsors get training opportunities at Town Fair, placement in our publications, and the option to sponsor one of our annual direct mail pieces.

If municipalities are your customer base, the custom Platinum sponsorship may be for you. This level is tailored to your needs with a creative, customized annual campaign that translates to year-round advertising on our website and in nearly every publication, event, and communication channel. Contact us to start the discussion.

Enhance Your Membership!

Broaden your engagement with VLCT members even more with the **new À la Carte Opportunities**. These are limited and will go fast – so sign up now!

Need help deciding?

We can help!

Email **BAP@vlct.org**.





Town Fair Sponsor & Exhibitor

\$5,000 TIER 1 / \$2,500 TIER 2 / \$995 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 2025 is expected to be an especially lively event as we return to South Burlington.

Tier 1 includes recognition during VLCT's Annual Meeting and at the Keynote Address. Your organization will be noted in all promotional emails for Town Fair, and you'll be able to participate in one of our most popular benefits: your organization's one-page flyer placed in the event packet we hand out to every attendee. All that is in addition to every one of the lower tiers' benefits.

Tier 2 includes a listing in our sponsor directory, special recognition at Town Fair registration and during breakout sessions, and your linked logo featured on our Town Fair webpage. You also receive up to four lunch tickets, making it easy for you to sign up multiple booth staff to attend the event in person.

Exhibitor Booth includes a booth at the Town Fair trade show. This core sponsorship and event tier includes all of the benefits you usually get from attending a tradeshow, plus additional benefits that last all year. Are you a non-profit or government organization? Contact us for special exhibitor booth pricing.



Partner Member

\$595 PREFERRED / \$250 STANDARD

Preferred Partnership provides access to certain member-only VLCT events and trainings and includes your organization on a list of companies we share with members. Participation at this level is subject to approval. We're working to expand the industries that are included for preferred membership, so please contact us if you're interested.

If you do just one thing to connect to VLCT and its members, become a Standard Partner! Think of it as an annual subscription to all things local government. As a Standard Partner you have access to search VLCT member contacts and view member-only website content. Standard Partners also receive subscriptions to the *VLCT Journal* and *VLCT News*, are listed on our website, and are included in select digital publications.

BAP Benefits

JULY 1, 2025 – JUNE 30, 2026

	CORPORATE SPONSOR		TOWN FAIR SPONSOR & EXHIBITOR			PARTNER MEMBER
	Platinum Custom	Gold Only 6 available \$10,000	Tier1 Sponsor \$5,000	Tier 2 Sponsor \$2,500	Exhibitor Booth \$995	Standard \$250 Preferred \$595
Subscription to VLCT's Email Periodicals	✓	✓	✓	✓	✓	✓
Full Access to VLCT's Member Portal	✓	✓	✓	✓	✓	✓
All BAP Sponsors Listing on Website (full year)	✓	✓	✓	✓	✓	✓
All BAP Sponsors Email Ad (in May VLCT Journal)	✓	✓	✓	✓	✓	✓
All BAP Sponsors Postcard	✓	✓	✓	✓	✓	✓
Town Fair Exhibitor Booth	VIP	VIP	Prime	Standard	Standard	
Town Fair Printed Exhibitor Guide Listing	Full-Page Ad	Half-Page Ad	✓	✓	✓	
Town Fair Trainings Access	✓	✓	✓	✓	✓	
Town Fair Meal Tickets	4	4	4	4	2	
All BAP Sponsors Email Ad (in August VLCT Journal)	Premier Ad	Highlighted	✓	✓	✓	
Town Fair Web Linked Logo	Featured	✓	✓	✓		
Town Fair Sponsor Directory in Attendee Packet	Featured	Highlighted	✓	✓		
Town Fair Registration Recognition	Featured	✓	✓	✓		
Town Fair Training Recognition	All Trainings	✓	✓	✓		
Town Fair Roundtables Recognition	Featured	✓	✓	✓		
Annual Meeting Recognition	Featured	✓	✓			
Town Fair Lunch Awards Recognition	Featured	✓	✓			
Town Fair Email Recognition	Ad	Logo	Name			
Town Fair Attendee Packet Single Page Insert	✓	✓	✓			
Advertising in VLCT Journal	Full Campaign	2 issues				
Recognition in VLCT News	Full Campaign	4 issues				
Trainings & Other Events Recognition (full year)	✓	✓				
Training or Speaking Opportunity	+ VLCT Annual Meeting	✓				
Exclusive Sponsorship of Select Publication	VLCT Municipal Calendar	1 of 6 publications				
Custom Year-Round Promotional Campaign Designed to meet your specific engagement goals.	Just For You!					

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

Why Partner with VLCT?

If you are doing business in Vermont or regionally, connecting with VLCT connects you with the spending power of 10K+ local and state officials affiliated with our membership and network. Get the most out of your advertising dollars and help our members find the very best products and services out there – while keeping their dues low.

Boost Your Brand

Get brand awareness in the Vermont local government marketplace. Associating with VLCT and its members instantly elevates your brand recognition with a trusted legacy organization.

Build Your Connections

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

Stay in the Loop

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

Broaden Your Reach

Businesses that want to reach Vermont municipal customers need to reach VLCT's members. Use BAP to show how and why your products and services meet the needs of our members.



Municipalities are an important sector of clientele for us. We have made good connections as an exhibitor at Town Fair

Jon Cunningham

President
Minuteman Press



About VLCT

The Vermont League of Cities and Towns (VLCT) is a member-owned and governed nonprofit, nonpartisan organization that was founded in 1967 with the mission of serving and strengthening Vermont local government. All 247 cities and towns are members, as are 140+ other municipal entities including villages and fire and water districts.



+ Sponsor
+ Exhibit
+ Connect

What is Town Fair?

Town Fair is VLCT's signature annual event and a critical component in your marketing plan if your goal is to directly connect with VLCT members. It's your opportunity to network and showcase your products and services to 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+ guests and attendees**.

All Corporate and Town Fair Sponsorship Levels Include Exhibitor Booth Benefits

- Exhibitor Booth +2 lunch tickets
- Incentives and built-in time for attendees to network with you
- Access to the keynote address and Town Fair trainings – which allows for substantial additional networking time with attendees
- Inclusion in the Town Fair Exhibitor Guide that all attendees receive
- 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.
- New in 2025! Our À la Carte options are additional opportunities to sponsor beyond your selected tier. See full list on the À la Carte insert.

For details by level, refer to the BAP Benefits grid.



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VLCT.ORG/BAP

October 8

DoubleTree by Hilton
Burlington Vermont

Business Alliance Program

À la Carte Opportunities

For organizations that seek enhanced visibility, these opportunities are available for a specified contribution beyond the chosen level of Business Alliance Program membership.

Town Fair is VLCT's signature annual event. Be front and center to **500+ of Vermont's leading municipal officials**.



KEYNOTE SPEAKER

Your organization's logo will appear on all Keynote Speech promotional materials and at Town Fair.

As one of three co-sponsors

\$5,000

As prime sponsor

\$15,000



LANYARD

Your organization will provide the conference lanyards handed out with Town Fair badges. If you choose this option, your organization will produce the lanyards with your logo using VLCT's badge-related requirements.

\$3,000



TOWN FAIR FOLDER AD

Your organization will supply a personalized full back cover ad to be printed on the 9"x12" folder that every Town Fair attendee receives at check-in.

\$2,000



2025 LOCAL OFFICIALS GOLF OUTING

\$1,500

EARLY BIRD SPECIAL!

Sign up by May 30, 2025, to be a sponsor of the 2025 Golf Outing – scheduled for June 13 at Green Mountain National in Killington. Your organization will be recognized in multiple ways on the course and during the awards lunch and will receive four non-member golf outing registrations (a \$400 value).



CONFERENCE CENTER MAP

Your organization's logo will appear on the map of the conference center. This map will appear in the Exhibitor Guide and in several locations in the conference center.

\$1,500



LUNCH

Your organization's logo will be prominently displayed at the Awards Lunch and in all promotions related to the lunch.

\$1,500



ICE CREAM SOCIAL

Your organization's logo will be prominent at the Ice Cream Social/Raffle Drawing and in promotions related to this portion of Town Fair.

\$1,500



BREAKFAST ROUNDTABLES

Your organization's logo will be prominently displayed at the Breakfast Roundtables and in promotions related to the Roundtables.

\$1,000



EXHIBITOR GUIDE BACK COVER AD

Your organization will supply a personalized full back cover ad for Town Fair Exhibitor Guide.

\$1,000



TOWN REPORT CONTEST

Your organization will sponsor VLCT's first Town Report Contest and receive recognition at the Awards Lunch and in promotions related to the contest.

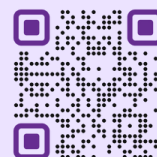
\$500



**Business
Alliance
Program**

À la Carte opportunities are a sole sponsorship for your organization unless otherwise indicated. All are offered on a first-come, first-served basis.

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