

VERMONT LEAGUE OF CITIES & TOWNS July 1, 2026 to June 30, 2027

# Business Alliance Program

Connecting **YOU**  
to Vermont Local Government



# Choose Your BAP Plan

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.



Learn more at  
[vlct.org/BAP](https://vlct.org/BAP)

## 1 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 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 and the ability to host one of the popular morning roundtables at Town Fair, placement in our publications throughout the year, and sponsorship of one of our flagship annual direct mail pieces. New this year, Corporate sponsors are invited to participate in **semi-annual municipal policy briefings with VLCT's Executive Director**, focusing on key issues and challenges municipalities are currently facing.

**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 at [BAP@vlct.org](mailto:BAP@vlct.org) to start the discussion.





## 2 Town Fair Sponsor & Exhibitor

**\$5,750 TIER 1 / \$3,000 TIER 2 / \$995 EXHIBITOR BOOTH**

**These levels equate to "your name in lights" at our signature event.**

The Town Fair tiers feature promotional placements before and during the event, while exhibitor benefits showcase your brand at VLCT's popular annual conference. Town Fair 2026 is expected to be an especially lively event **as we return to South Burlington on Wednesday, October 7, 2026.**



### TIER 1

At Town Fair, your organization receives premium exhibitor booth placement, guide listing, four meal tickets, training access, and extensive on-site recognition, including roundtables, lunch awards, event emails, web recognition, your one-page insert in the attendee packet, and inclusion in the Town Fair ad in the *VLCT Journal*. Beyond the event, your organization maintains high visibility year-round through website listings and additional promotions via dedicated email and postcard campaigns. Subscriptions to our digital periodicals and access to our full member portal help you gain deeper insight into municipalities' concerns.

*Are you a **non-profit or governmental organization?**  
Contact us for special exhibitor booth pricing.*

### TIER 2

At Town Fair, you'll receive a dedicated exhibitor booth, guide listing, two meal tickets, training access, and recognition across event promotions, including the Town Fair ad in the *VLCT Journal*. Beyond the event, your organization maintains high visibility year-round through website listings and additional promotions via dedicated email and postcard campaigns. Subscriptions to our digital periodicals and access to our full member portal help you gain deeper insight into municipalities' concerns.

### EXHIBITOR BOOTH

Town Fair is your day to shine! Benefits include traditional trade show benefits: a booth, meal tickets, and meaningful face time with our members during our flagship event.

## Enhance your membership!

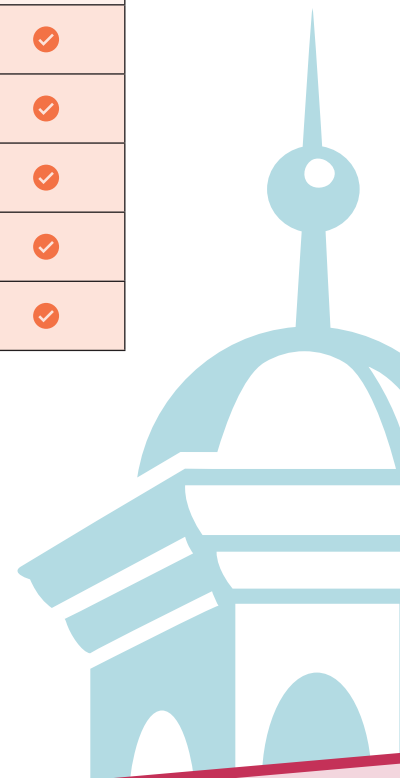
Broaden your engagement with VLCT members even more with the new **2026–27 BAP Specials**. These are limited and will go fast — so sign up now!

# 2026-27 BAP Benefits

July 1, 2026 to  
June 30, 2027

- Town Fair benefits (lighter rows)
- All other BAP benefits (darker rows)

	CORPORATE SPONSORS		TOWN FAIR SPONSORS		
	Platinum (Only 1!) <i>Custom</i>	Gold \$10,000	Town Fair Tier 1 \$5,750	Town Fair Tier 2 \$3,000	Town Fair Exhibitor \$995
Town Fair Exhibitor Booth	Double Booth	VIP	Premium	Standard	Standard
Town Fair Exhibitor Guide Listing	Full-Page Ad	Half-Page Ad	✓	✓	✓
Town Fair Meal Tickets	4	4	4	2	2
Ad in Town Fair Edition of <i>VLCT Journal</i>	Featured	Highlighted	Named	Named	Named
Town Fair Training Access	✓	✓	✓	✓	
Town Fair Web Recognition	Featured	Highlighted	Logo	Named	
Town Fair Registration Recognition	✓	✓	✓	✓	
Subscription to VLCT's Email Publications	✓	✓	✓	✓	
Full Access to VLCT's Member Portal	✓	✓	✓	✓	
Sponsors Listing on Website	✓	✓	✓	✓	
Sponsors Ad (in May <i>VLCT Journal</i> )	✓	✓	✓	✓	
Sponsors Postcard (May)	✓	✓	✓	✓	
Town Fair Training Recognition	Featured	Highlighted	Logo		
Town Fair Roundtable Recognition	✓	✓	✓		
Town Fair Lunch Awards Recognition	✓	✓	✓		
Town Fair Email Recognition	Featured	Highlighted	Named		
Town Fair Attendee Packet Single-Page Insert	✓	✓	✓		
Town Fair Roundtable Host Opportunity	✓	✓			
Advertising in <i>VLCT Journal</i>	Full Campaign	2			
Recognition in <i>VLCT News</i>	Full Campaign	4			
Exclusive Sponsorship of Select Publication	Municipal Calendar	1 of 6 Publications			
Two Semi-Annual Municipal Policy Briefings with Executive Director	✓	✓			
Custom Year-Round Promotional Campaign	Just For You!				



I'm eager to help you reach our members and get the most from the BAP program.

**Allie Buckley**  
**abuckley@vlct.org**

EVENTS & PARTNERSHIPS  
COORDINATOR

For subscription to VLCT publications only, see the 2026-27 BAP Specials.

# 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.



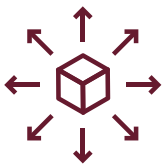
## BUILD YOUR CONNECTIONS

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.

## 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.

“Friends, new and old; clients, current and future. Exhibiting at Town Fair is an event our team looks forward to each year!”

**HAYDEN JONES**  
GOVERNMENT BANKING  
RELATIONSHIP MANAGER,  
COMMUNITY BANK

# What is Town Fair?

Town Fair is VLCT's signature annual conference and trade show taking place on Wednesday, October 7, 2026, at the DoubleTree in South Burlington, Vermont. It's your opportunity to network and showcase your products and services directly with Vermont's leading municipal officials.



*All Corporate and Town Fair Sponsorship Levels Include Exhibitor Booth Benefits.*

- ✔ **EXHIBITOR BOOTH:** A dedicated space to showcase your products, services, and expertise to more than 500 attendees.
- ✔ **LUNCH TICKETS:** Two lunch tickets so you can connect with members and continue networking throughout the event.
- ✔ **EXHIBITOR GUIDE LISTING:** Your contact information is featured in the Town Fair Exhibitor Guide given to all attendees, helping them locate your booth at the event and connect with you later.
- ✔ **CONFERENCE PASSPORT PROGRAM:** Our passport incentivizes attendees to visit and meaningfully engage with you at your booth.
- ✔ **DEDICATED NETWORKING TIME:** Built-in schedule blocks ensure attendees have time set aside specifically to visit exhibitors and connect with you.
- ✔ **MEMBERSHIP-WIDE RECOGNITION IN THE VLCT JOURNAL:** Your pre-conference visibility is maximized with a listing in the Town Fair edition of the *VLCT Journal*, sent to all members ahead of the event.



**Sponsor.  
Exhibit.  
Connect.**

Learn more: [vlct.org/TF26](https://vlct.org/TF26)

# 2026-27 BAP Specials

Looking to stand out even more? Enhance your Business Alliance Program participation with these limited-availability sponsorship options.

## Program Specials

Take advantage of targeted visibility opportunities that extend across VLCT communications, trainings, and select initiatives throughout the year.

### HYBRID TRAINING SPONSOR

Gain exposure to both in-person and virtual attendees by sponsoring a VLCT hybrid training. Benefits include a table display at the event, acknowledgement in event promotion, and a brief speaking time at the event. **\$2,500**

*Talk to us about exclusivity or bundling opportunities*

### VERMONT TOWN CAREERS MONTHLY SPONSOR

Showcase your organization to Vermont's local government professionals with a featured monthly ad on VermontTownCareers.org. **\$1,500**

### VIRTUAL TRAINING WAITING ROOM SPONSOR

Showcase your organization to attendees as they join VLCT virtual trainings, gaining visibility in the waiting room before sessions begin. Benefit includes one month of virtual training. **\$1,000**

### 2026 LOCAL OFFICIALS GOLF OUTING

Sign up by June 12, 2026, to be a sponsor of the 2026 Golf Outing – scheduled for June 26 at Green Mountain National in Killington. Your organization will be recognized in multiple ways on the course and during the awards lunch in addition to receiving two non-member golf outing registrations (a \$400 value). **\$1,000**

### SUBSCRIPTIONS + MEMBER PORTAL LOGIN

Receive access to VLCT member-only content and searchable contacts and stay informed about municipal concerns with convenient subscriptions to the monthly *VLCT Journal*, the semi-monthly *VLCT News*, and the seasonal *Weekly Legislative Report*. **\$300**





## Town Fair Specials

Stand out before and during Town Fair, VLCT's signature annual event, with high-impact recognition, promotional placements, and enhanced opportunities to engage with attendees.

### KEYNOTE SPEAKER

Your organization's logo will appear on all Keynote promotional materials and at Town Fair. **\$5,000**



### TOWN FAIR SESSION SPONSOR

Serve as a Town Fair Session Proctor and take the opportunity to introduce your organization with a brief two- to three-minute presentation before the session begins. **\$1,500**

### SWEETS AND SOCIAL

Your organization's logo will be prominent at the Sweets and Social, involving the Grand Raffle drawing, as well as in promotions related to this popular portion of Town Fair. **\$1,500**

### CONFERENCE CENTER MAP

Your organization's logo will be on the map of the conference center. This map will appear in the Exhibitor Guide and on signs in several locations in the conference center. **\$1,000**

### EXHIBITOR GUIDE BACK COVER AD

Your organization will supply a personalized full back cover ad for the Town Fair Exhibitor Guide, delivered to every attendee at registration. **\$1,000**

### TOWN REPORT CONTEST

Your organization will sponsor VLCT's second annual Town Report Contest and receive recognition at the Awards Lunch and in promotions related to the contest. **\$750**

### EXHIBITOR GUIDE QUARTER-PAGE AD

Showcase your organization with a custom ¼-page ad in the Town Fair Exhibitor Guide, delivered to every attendee at registration. **\$500**