



VERMONT LEAGUE
OF CITIES AND TOWNS

Business Alliance Program

*Connecting You
to Vermont Local
Government*



Partner With Us

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.



We find Town Fair to be one of the most worthwhile networking events of the year. Where else can we get in front of town managers, selectboard members, town administrators, etc., from all over Vermont? You can't. This is well worth the money of a sponsorship, and the team at VLCT is great to work with. I'll see you in Killington this fall!



Megan Miley
Strategic Sales
Executive

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 142 other municipal entities including villages and fire and water districts.



Choose *Your* BAP Plan



Learn more



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 in this brochure.



Corporate Sponsor

\$20K PLATINUM / \$10K 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, 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.

Need help deciding?
We can help!
Email **BAP@vlct.org**.



REGISTER ONLINE **VLCT.ORG/BAP**



Town Fair Sponsor & Exhibitor

\$5K TIER 1 / \$2,500 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 2024 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.



Partner Member

\$495 STANDARD / \$595 PREFERRED*

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 Municipal Access Portal (MAP). Partner Members also receive subscriptions and listings on our website, social media, and digital publications.
*By invitation only.



BAP Benefits

JULY 1, 2024 – JUNE 30, 2025

	CORPORATE SPONSOR		TOWN FAIR SPONSOR & EXHIBITOR			PARTNER MEMBER
	Platinum Only 1 available \$20,000	Gold Only 6 available \$10,000	Tier1 Sponsor \$5,000	Tier2 Sponsor \$2,500	Exhibitor Booth \$850	Standard \$495 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	✓	✓	✓	✓	✓	✓
BAP Sponsors Social Media Postings	✓	✓	✓	✓	✓	✓
Town Fair Exhibitor Booth Location	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 Ad or Logo	Featured	✓	✓	✓		
Town Fair Attendee Packet Sponsor Directory	Featured	Highlighted	✓	✓		
Town Fair Registration Recognition	Featured	✓	✓	✓		
Town Fair Training Recognition	All Trainings	✓	✓	✓		
Town Fair Roundtables Recognition	Featured	✓	✓	✓		
Town Fair Bag Recognition	Featured	✓	✓			
Annual Meeting Recognition	Featured	✓	✓			
Town Fair Keynote Address Recognition	Featured	✓	✓			
Town Fair Email Recognition	Ad	Logo	Name			
Town Fair Attendee Packet Flyer	+ Sponsor Folder	✓	✓			
Advertising in VLCT Journal	Full Campaign	2 issues				
Content 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!					

*By invitation only

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



- + 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 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.

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



Learn
more



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

October 2-3

Killington Grand Resort
Hotel & Conference
Center