



2014 Promotion & Marketing Guide

Using Your VBSR Membership to Promote Your Organization's Initiatives

Your VBSR membership includes complimentary and paid opportunities to promote your organization and/or your organization's initiatives and offerings!

Complimentary Opportunities:

Provide us with your "Member News": Add info@vbsr.org to your press list! We review for inclusion in our monthly E-News and also as potential social media content. Press releases announcing new programs, awards/recognitions, etc. are ideal.

Promote your Events: Members can post their events (info sessions, educational offerings, company celebrations, community events, etc.) on our "Member Events" page. We highlight upcoming member events in our monthly E-news and also leverage some of the content for social media purposes.

Offer a Member-to-Member Discount: If you would like to offer a discount or some other promotional offer for VBSR member businesses, that can be incorporated as well (often most effective when coupled with some promo/advertising from the "paid" promotional items below).

Engage with VBSR on Social Media: Tweet and Facebook VBSR and we'll do our best to do the same in return. Post a convo on our LinkedIn Group page as well.

Attend VBSR Networking Get-Togethers and other VBSR Events: Be visible, accessible, and ready to positively engage with the VBSR community of businesses.

Appear on WDEV Radio: VBSR hosts "The Vermont Conversation" with David Goodman weekly. Let us know if you have a topic and/or guests that you think would be compelling and we will consider for the schedule.

Promote your Job Openings: As with member events, member job openings are posted on our web page, incorporated into E-News, and utilized for social media interactions.

Submit a Workshop Proposal for our Spring and/or Fall Conferences: Keep an eye on our web page and E-news for RFP announcements and submission guidelines (note that this is a competitive process; if selected, you will have the opportunity to help educate and engage with a large population of forward-thinking members).

Paid Opportunities:

Purchase VBSR Mailing List: \$150

Pre-printed labels supplied for your mailing. VBSR must pre-approve the mailing prior to providing labels. Turn-around time is roughly 3-5 business days. Labels are printed for around 90% of current members (all but those that have opted out of printed mailings from VBSR).

Sponsor VBSR's Monthly E-News: \$250/edition

Banner style ad space, roughly 400x200 (VBSR will scale/size for best visibility within section), linked to your website of choice. Use the space for a standard advertisement, or to promote a campaign, event, initiative, etc. May want to consider advertising 2-4 editions for max visibility (you can tailor message content monthly). Turn-around time: Need all info in-house by the 10th of the month.

Examples of Banner style ads can be seen here: http://vbsr.org/news/e_news/

(continued)

Sponsor a VBSR Networking Get-Together: \$200 in Chittenden County; \$175 Outside of Chittenden County

Sponsor logos included in all e-invites, on our event website, and on physical invite mailed to approximately 700 forward-thinking businesses. Sponsors receive 1 minute of podium time to discuss their organization, initiative, etc. and also receive social media acknowledgement. Maximum of 8 sponsors per Get-Together.

Host a VBSR Networking Get-Together: (Variable)

Get-Together hosts provide space, food, and drink; VBSR promotes to 700 businesses via mail, social media, and emails to all connections in adjacent counties. Hosts receive 15 minutes of podium time to discuss their organization, social responsibility initiatives, or any topic of choice. Hosts are promoted and thanked via email, e-news, press releases and social media.

Sponsor a Conference: Rates/Levels Vary (\$250 - \$2000)

There are a variety of sponsorship opportunities at various price points for both our Spring (typically May in Chittenden County) and Fall conferences (typically November in the Southern part of the state). The spring conference generally attracts over 300 participants; the fall, over 200 participants. For more information on conference sponsorship opportunities, visit:
http://vbsr.org/get_involved/sponsorship_opportunities/

Table/Exhibit at a Conference: \$225 for Fall, \$350 for Spring

Exhibitors receive an exhibit table, one complimentary conference pass, internet access and power. Exhibitors are also listed in conference packets and materials. The Spring Conference is typically scheduled for May in Chittenden County; the Fall conference typically scheduled for November in the Southern part of the state.

Sponsor VBSR's Annual Terry Ehrich Award Ceremony: \$500 - \$1000

Sponsor logo and/or business name included in all event-related communications and promotion. Logo also included in printed program, on sponsor-recognition signage/PowerPoint at event, and via social media. Depending on sponsorship level, sponsors may receive complimentary ticket/tickets.

Sponsor Annual Legislative Reception: \$400

Company logo and/or business name in all event-related communications and promotion. Logo in printed program and included on sponsor-recognition signage at event. Social media recognition and acknowledgement. VBSR Legislative Reception is typically scheduled for early February in Montpelier.

Sponsor "The Vermont Conversation" Hosted Weekly by David Goodman on WDEV: \$2500/year)

Company logo and link on "Vermont Conversation" website and blog. Weekly on-air recognition (approximately 50 weeks). Company logo and/or business name in all program related communications and promotion. Social media recognition and acknowledgement.

****Rates subject to change. Current as of May 2014. Contact Scott Buckingham at scottb@vbsr.org with questions.***