

VSFA is now offering multiple opportunities to sponsor & advertise with our association each year. Choose between annual packages, à la carte events, advertising, and more! Use this sheet to identify which options work best for your company. To learn more about specific options, schedule a meeting, or confirm your sponsorship package email alexandra@vtspecialtyfoods.org

*2021 Events: Choose to sponsor one of our programs or a specific event.
Plan out your year now to avoid missed opportunities*

Member Lounge

Virtually throughout 2021

VSFA launched a virtual networking series for our members in 2021. This biweekly zoom meeting offers a causal space for members to connect to share and learn from each other's stories and experiences. 21 sessions are scheduled for 2021.

Series sponsor: \$250

- Logo on landing page, communication emails, and welcome slide
- Opportunity for a 2-min introduction at one meeting of your choosing

Webinars

Virtually throughout 2021

Help VSFA keep members informed by sponsoring a 2021 webinar. Webinar topics are broad, from food safety to eCommerce. Sponsors show their support of the industry by helping it grow stronger! Sponsorships are per webinar.

Support Sponsor: \$250 (multiple sponsors)

- Logo and recognition during the event's opening and closing remarks.
- Logo or Company name on all event registration pages, email and social media promotions - Links to the sponsor website where applicable.
- At least 1 pre-event mention on social media.

Lead Sponsor: \$500 (only sponsor)

- All of the above plus:
- Opportunity for a 2-min business intro.
- Sponsor supplied 600 x 100-pixel ad in Food for Thought monthly newsletter - 1 month of your choice.

VSFA Annual Meeting

June 9, 2021 - 3 hour Virtual Event

Each June the VSFA community comes together for a daylong networking and business education event, a valued opportunity for members to connect with each other while earning ways to sustain, grow, and manage their business.

Due to the COVID-19 pandemic, VSFA's 2021 Spring Meeting will remain virtual. We are offering one sponsorship level for this virtual event.

Event Sponsor: \$250

- Logo or Company name on all event information, registration pages, and promotional materials. Links to company website where applicable
- At least 1 pre-event mention on social media (FB & Instagram)
- Logo and mention during the event's opening and closing remarks.

VSFA Fall Meeting

October 20, 2021

This business education and networking event features informative general sessions including a keynote presentation, luncheon, and built-in networking, invaluable time for you to connect with industry peers and potential clients.

Please note: This event is currently scheduled for in-person. Sponsorships are subject to change if event goes virtual

- Networking Sponsor: \$700
- Education Sponsor: \$500
- Event Sponsor: \$250

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Champion Sponsor

\$5000

Annual Champion Sponsors support every aspect of the association

Sponsorship includes:

- Logo will be everywhere: Communications, events, etc.
- Dedicated homepage slideshow image that links to your website
- Logo displayed in yearly sponsorship section on website
- Complementary tickets to all paid events

Education Sponsor

\$2000

Annual Education Sponsors help provide knowledge to the industry

Sponsorship includes:

- Logo on all educational program event pages, webinars, & communications. Linked where applicable.
- Linked Logo displayed in yearly sponsorship section on website
- Linked logo on footer on event and webinar pages

Supporter Sponsor

\$1000

Annual Supporter Sponsors provide a base for all industry assistance

Sponsorship includes:

- 12 Months of logo inclusion in newsletter
- Logo displayed in yearly sponsorship section on website

ADVERTISING OPPORTUNITIES

Newsletter Banner Ad

With a focus on the specialty food industry, this newsletter covers legislative info, funding opportunities, industry news, and more. Published monthly; Fully digital distribution

- Cost: \$100 per newsletter inclusion - 1 month of your choice.
- 600 x 100-pixel ad in Food for Thought newsletter - placed just below VSFA Header

Sponsored Blog Post

Placed in the news section of the VSFA website, and distributed on social media, these blog posts allow you to reach industry members and the general public with the VRGA and VSFA stamp of approval.

- Cost: \$100
- Images must be provided
- Written content must be delivered to VSFA by agreed date prior to publication

COMING SOON! Website Advertising

The VSFA website is the home of everything specialty food and beverage! Highlighting industry members and offering business resources, regulatory guidance, and more our website is a mecca of information for members and prospective members. A great place to advertise your business and services.

Email alexandra@vtspecialtyfoods.org to learn more.