

VSFA is now offering multiple opportunities to sponsor & advertise with our association each year. 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

*2022 Events: Choose to sponsor one or multiple events.
Plan out your year now to avoid missed opportunities*

Legislative Tasting

February 23, 2022

In tandem with VRGA's Legislative Day, VSFA's Tasting showcases specialty food & beverage producers to VT legislators and VRGA retailers and buyers. The below are for VSFA.

VSFA Supporter Sponsor: \$100

- Special "VSFA Supporter" nametag
- Logo or Company mention on all materials

VSFA Table Sponsor: \$250 (4 available)

- All of the above, plus:
- At least 1 pre-event mention on social media
- Dedicated table space to display company information

VSFA Tasting Sponsor: \$500

- Special "VSFA Supporter" nametag
- Logo or Company mention on all materials
- At least 1 pre-event mention on social media
- Verbal recognition during remarks
- Sponsor supplied 600 x 100-pixel ad in VSFA monthly e-newsletter - 1 month of your choice.

Webinars

Virtually throughout 2022

Help VSFA keep members informed by sponsoring our 2022 webinar series. You'll sponsor all 2022 webinars, 3-4 in total.

Virtual Learning Sponsor: \$500

- 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 per webinar.

Title Sponsor: \$1000

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

VSFA Annual Meeting

June 8, 2022

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 learning ways to sustain, grow, and manage their business.

Event Sponsor: \$250

- Total of 1 admission ticket
- 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)
- Thank you during the event's opening and closing remarks.

Education Sponsor: \$500

- Total of 2 admission tickets
- All of the above plus:
- Dedicated table space to display company information

Networking Sponsor: \$800

- Total of 2 admission tickets
- All of the above plus:
- Opportunity for up to 3-min business introduction

Title Sponsor: \$1000

- Total of 3 admission tickets
- All of the above plus:
- Opportunity for up to 5-min business introduction
- Sponsor supplied 600 x 100-pixel ad in VSFA monthly e-newsletter - 1 month of your choice.

VSFA Fall Meeting

September 2022

SPONSORSHIPS TBD

This business education and networking event features informative general sessions including a keynote presentation, and built-in networking.

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Champion Sponsor

\$5000

Annual Champion Sponsors support every aspect of the association

Sponsorship includes:

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

Supporting Sponsor

\$2000

Annual Supporting Sponsors support communication to our members.

Sponsorship includes:

- Logo or company name on all member communications.
- Company name in staff email signature.
- Linked Logo displayed in Annual Sponsorship section on website

Sustaining Sponsor

\$1000

Annual Sustaining 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

Growth Sponsor

\$500

Annual Growth Sponsors provides support for our annual fundraisers. \$500 supports one fundraiser a year. Opportunities to sponsor multiple fundraisers are available.

Sponsorship includes:

- Logo displayed in fundraiser promotions

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, this allow you to reach industry members and the general public with the VSFA stamp of approval.

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

Website Advertising

The VSFA website highlights industry members and offers 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.

Homepage Hero \$500

Company supplied ad placed on the VSFA homepage's rotating slideshow located at the top of the page. This ad would run for 3 months. AD specs: 2050px by 780px