

# VBRA Annual Sponsor Levels - 2021

## Platinum Level Annual Sponsor \$7500

### Access to members

Customized direct access four (4) times a year - In the form of a sponsored mixer,\* educational event, custom promotional email, webinar, or other direct member engagement.

- Can include featured promotional video introduction to the members on the homepage of VBRA website for 1 month (minimum twice in a year), direct email with links to sponsors site, on VBRA Youtube channel and on the sponsor page for the term of the agreement.

### Membership

One membership (builder or associate - \$575 value) which includes a \$25 donation Legislative Issues Fund.

### Website and Newsletter

- Premium logo banner placement on all site pages.
- Logo on Sponsorship page - Platinum Level
- Logo on all event literature, emails and event website pages.
- Logo and/or banner ads included on VBRA email communications: Lobbying Report, Builder Buzz updates, action alerts.
- Video Introduction to the Members on website for 1 month (once a year)
- VBRA Swag (cap and t-shirt)

### Educational Programs

Education Website Sponsor on all internal pages of course offerings on VBRA website. VBRA may provide industry experts on varying topics. Classes free to VBRA Members, Platinum Sponsor. All other attendees are charged per person.

### VBRA Events \*

Prominent display of provided product and promotion in all brochures and material. Future events may include:

- Home Show (Virtual or hybrid)
- Better Homes Awards (Fall 2021)
- Golf Tournament - Hole Sponsor and Team Entry. Opportunity to address attendees.
- Annual Meeting
- Car Rally
- Mixers as COVID-19 restrictions allow.

### Social Media

Preferential exposure on VBRA social media platforms: Facebook, Instagram, Twitter, Youtube. VBRA will post and promote events, promotions, news from Platinum Sponsor.

## Gold Level Annual Sponsor \$5000

### Access to members

Customized direct access two (2) times a year - In the form of a sponsored mixer,\* educational event, custom promotional email, webinar, or other direct member engagement.

- Can include featured promotional video introduction to the members on the homepage of VBRA website for 1 month (once in a year), direct email with links to sponsors site, on VBRA Youtube channel and on the sponsor page for the term of the agreement.

### Membership

One membership (builder or associate - \$575 value) which includes a \$25 donation Legislative Issues Fund.

### Website and Newsletters

- Logo w/ link placement on main site page.
- Logo on Sponsorship page - Gold Level
- Logo on all event literature, emails and event website pages.
- Video Introduction to the Members on website for 1 month (once a year)
- Sponsor Spotlight Facebook Live (and or YouTube) Short.
- VBRA Swag (cap and t-shirt)

### Educational Programs

Education Website Sponsor on all internal pages of course offerings on VBRA website. VBRA may provide industry experts on varying topics. Classes free to VBRA Members, Gold Sponsor. All other attendees are charged per person.

### VBRA Events \*

Prominent display of provided product and promotion in all brochures and material. Future events may include:

- Home Show (Virtual or hybrid)
- Better Homes Awards (Fall 2021)
- Golf Tournament - Hole Sponsor and Team Entry. Opportunity to address attendees.
- Annual Meeting
- Car Rally
- Mixers as COVID-19 restrictions allow.

### Social Media

Preferential exposure on VBRA social media platforms: Facebook, Instagram, Twitter, Youtube. VBRA will post and promote events, promotions, news from Gold Sponsor.

*\* Subject to COVID-19 restrictions*

## **Silver Level Annual Sponsor**

**\$2500**

### **Membership**

One membership (builder or associate - \$575 value) which includes a \$25 donation Legislative Issues Fund.

### **Website and Newsletters**

- Logo on Sponsorship page - Silver Level
- Logo on all event literature, emails and event website pages.
- Sponsor spotlight Facebook Live (and/or YouTube) Short.
- VBRA Swag (cap and t-shirt)

### **Social Media**

Preferential exposure on VBRA social media platforms: Facebook, Instagram, Twitter, Youtube. VBRA will post and promote events, promotions, news from Silver Sponsor.

*\*All events subject to restrictions due to COVID-19*

## **Bronze Level Annual Sponsor**

**\$1000**

### **Website and Newsletters**

- Logo on Sponsorship page - Level
- Logo on all event literature, emails and event website pages.\*

### **Membership**

[Not included]

*\*All events subject to restrictions due to COVID-19*

## **Mini Sponsor - Designed for short term prominent exposure.**

**\$500**

### **Website and Newsletters**

- Logo with link for one month on the front page of the website, for the same month on the Sponsor page, and appropriate events, if any.
- Sponsor provided video promotion.
- Logo with link for the same month on monthly newsletter.

## **Additional Sponsorship Opportunities**

### **Legislative Sponsor**

**\$2500**

Legislative advocacy is at the heart of VBRA's mission in representing and promoting the building trades in Vermont. Members have an influential voice in Montpelier on issues affecting our industry.

- Logo on top-of-page and bottom-of-page banners.
- Approximately 15-20 weekly updates sent to all VBRA contacts.

### **VBRA Events**

**TBD per event**

Many of the events listed above will be available for "Event Sponsors," separate from annual sponsorships. Events offer a great opportunity to reach fellow members. Most events will be available for Title Sponsorship, or as the sponsor of a specific part of a program, for example - Golf Tournament Breakfast Sponsor.

- Home Show (Virtual or hybrid)
- Better Homes Awards (Fall 2021)
- Golf Tournament
- Annual Meeting
- Car Rally
- Mixers as COVID-19 restrictions allow.

### **Non-Sponsor access to members**

**\$1000 for Non-Members - \$500 for Members**

The association frequently fields requests for one-time access to members. VBRA will approve requests based on the following criteria and at the sole discretion of the Executive Committee.

- One-time email to membership about your company/service.
- Includes Sponsor provided promotional video with link to YouTube
- Must demonstrate and include some benefit to the membership.
- Must be a business in an associated field to the builder/remodeling industry.