



BEER WORTH FINDING® VERMONT BREWERS ASSOCIATION

ALLIED PARTNERSHIP OPPORTUNITIES



The Vermont Brewers Association is a 501(c)(6) organization founded in 1995 to promote and strengthen the culture of craft brewing through marketing, education, and advocating for Vermont made beer. Our membership is strong with over 60 breweries that actively participate. The year 2024 will be the eighth year of offering Allied Partnership to businesses that support our industry in various ways. If your business provides goods or services to the craft beer industry and you would like the opportunity to show your support for our members, consider Platinum, Gold, Silver or Bronze membership tiers. The benefits increase with each level and the program has been extremely successful for the nearly 45 businesses that have joined since its inception in 2017.

Marketing Statistics:

- 160,000+ site visits in 2024
- 30,000+ email subscribers
- 16,000+ VBF Facebook followers
- 7,500+ VBA Facebook followers
- 8,500+ Instagram followers

Sponsorship Opportunities:

- Vermont Brewers Festival
- Festival Brewers Gathering
- Vermont Craft Brewers Conference
- VTCBC After Party
- Tech & Ed Day
- Holiday Party
- Annual Meeting

Interested in Allied Partnership?

contact Emma Arian, Executive Director
emma@vermontbrewers.com



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PLATINUM \$5,000

- Full feature on Vermont Brewers Association website
- 10 Tickets to Vermont Brewers Festival at Waterfront Park, Burlington, VT
- Swag Bag contribution for Vermont Craft Brewers Conference
- Discounted Conference Registrations
- Priority access for event sponsorship (Festival, Conference, After Parties, etc)
- Table & Speaking opportunity at Tech & Ed Day
- Invite to 6 VBA networking, educational and industry events (minimum of 7/year) *
- 5/year Bi-Monthly Brewer Newsletter features (outside of sponsorship)
- Submissions to VBA website content (articles, blog posts, one-pagers, etc)

GOLD \$2,500

- Full Bio & logo link on Vermont Brewers Association website
- 5 Tickets to Vermont Brewers Festival at Waterfront Park, Burlington, VT
- Swag Bag contribution for Vermont Craft Brewers Conference
- Discounted Conference Registrations
- Priority access for event sponsorship (Festival, Conference, After Parties, etc)
- Speaking opportunity at Tech & Ed Day
- Invite to 3 VBA networking, educational and industry events (minimum of 7/year) *
- 3/year Bi-Monthly Brewer Newsletter features (outside of sponsorship)
- Submissions to VBA website content (articles, blog posts, one-pagers, etc)

SILVER \$1,000

- Logo and bio on Vermont Brewers Association website
- 2 Tickets to Vermont Brewers Festival at Waterfront Park, Burlington, VT
- Swag Bag contribution for Vermont Craft Brewers Conference
- Discounted Conference Registrations
- Priority access for event sponsorship (Festival, Conference, After Parties, etc)
- Signage and Swag at Tech & Ed Day
- Invite to 2 VBA networking, educational and industry events (minimum of 7/year) *
- 2/year Bi-Monthly Brewer Newsletter features (outside of sponsorship)
- Submissions to VBA website content (articles, blog posts, one-pagers, etc)

BRONZE \$500

- Link on Vermont Brewers Association website
- 1 Ticket to Vermont Brewers Festival at Waterfront Park, Burlington, VT
- Swag Bag contribution for Vermont Craft Brewers Conference
- Discounted Conference Registrations
- Priority access for event sponsorship (Festival, Conference, After Parties, etc)
- Invite to 1 VBA networking, educational and industry events (minimum of 7/year) *
- Introduction in Bi-Monthly Brewer Newsletter features (outside of sponsorship)
- Submissions to VBA website content (articles, blog posts, one-pagers, etc)

Dues Information:

- Membership dues are invoiced in January, new members can pay a pro-rated rate depending on month joined or pay for a full year. Membership begins the date we process payment.
- Allied Trade Members is a non-voting membership category.
- All applications are reviewed by VBA staff for approval.
- **Please note:** member contact lists are not made available to members or non-members per VBA privacy policies.

*Networking events:

- Tech & Ed Day
- Holiday Party
- Brewers Gathering
- Vermont Brewers Festival
- VTCBC After- Party
- Champlain Valley Hops Tour
- Annual Meeting
- Greg Noonan Day

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