

2026 Community Business Member Program



Set your organization apart in the local government marketplace of product, services, and ideas by joining the VML **Community Business Membership (CBM)** program. As a CBM organization you hold a sustaining membership in VML and keep your firm or organization connected with the issues that are important to municipalities around you. Being a CBM places your organization at the forefront in the minds of VML members, ensuring you the visibility, access, and awareness that will help move your organization forward.

All memberships run for a full year from the time of registration. Each level of membership includes year-round benefits as well as benefits specific to VML's Annual Conference held in the fall. Please note that the date of the Annual Conference can vary from year to year. As such, a CBM organization may not receive benefits related to more than one Annual Conference per membership term regardless of the date of registration.

FAQs

How do I become a member?

If you haven't already done so, you will need to create a VML account. Instructions for creating an account are in a short video tutorial posted to www.vml.org/Resources/VML-Account-Tutorials. After you have created your account and logged in, you can start your membership registration by selecting the "Join/Renew CBM" tab from your Dashboard.

Are there any limitations or requirements to be eligible to join the program?

To be approved as a Community Business Member, an organization must:

- Have a bona fide interest in supporting the mission and goals of VML.
- Have a public service interest in cities, towns, and counties.
- Have a reputable standing with VML member localities, peers and professional colleagues.

When do my benefits start? How long do they last?

Your benefits begin as soon as you sign up and last a full year (365 days) from that date. Payment is required within 30 days to keep your benefits active.

Is my organization guaranteed an annual conference display table at the Silver level or higher? What comes with it?

Tables include draping and power. However, the number of tables we can offer each year can vary based on the event space. It is strongly recommended that you confirm availability with Rob Bullington, rbullington@vml.org particularly if you are renewing/joining close to the conference date.

Does VML offer any conference sponsorship opportunities outside of the CBM program?

Overall event sponsorship is reserved for Community Business Members. However, VML often provides a-la-carte event sponsorships for specific functions related to the conference. These are typically posted soon after the registration opens in the summer. Contact Rob Bullington, rbullington@vml.org for more details.



See next page for Levels & Benefits.

BETTER COMMUNITIES THROUGH
SOUND GOVERNMENT

Levels & Benefits

BRONZE
\$1,500

SILVER
\$5,000

GOLD
\$7,500

PLATINUM
\$10,000

DIAMOND
\$15,000+

Year-Round Benefits

Subscription to the league magazine, <i>Virginia Town & City (VTC)</i> with listing in the VTC professional directory in each issue.	✓	✓	✓	✓	✓
Complimentary advertisement in <i>VTC</i> .	One 1/4 page	One 1/4 page	One 1/2 page	One Full page	Full page in each issue
Article in <i>VTC</i> (developed in conjunction with VML staff).		One page	Two page	Feature length	Feature length
Member profile on the VML website.	✓	✓	✓	✓	✓
Option to submit articles about achievements & activities for VML's newsletter and magazine (subject to review/approval).	✓	✓	✓	✓	✓
Use of VML Community Business Membership logo.	✓	✓	✓	✓	✓
Free posts to VML's online classifieds.	✓	✓	✓	✓	✓
Sponsorship: Listed as the sponsor of at least one issue of <i>eNews</i> (VML's electronic newsletter) during the year.		✓	✓	✓	✓
Sponsorships: Acknowledged as a sponsor of each episode of VML's podcast <i>The VML Voice</i> , app, and all VML events throughout the year.				✓	✓

Annual Conference Benefits

Full registration(s) for the Annual Conference (additional registrations at the member attendee rate).	One in-person	Two in-person	Three in-person	Four in-person	Five in-person
Display table for your representatives at the conference.		✓	✓	✓	✓
Option to participate in conference raffles.	✓	✓	✓	✓	✓
Virtual presence in the conference app.	✓	✓	✓	✓	✓
Official recognition in the conference program and signage.	✓	✓	✓	✓	✓
Program participation (in consultation with VML staff).			Host a roundtable	Participate in a Panel Session	Lead a Session
Sponsorship: Listed as an Annual Conference sponsor.			✓	✓	✓
Sponsorship: Listed as a prominent Annual Conference sponsor with banner, signage, and advertising opportunities in the event space.				✓	✓