

VML 2022-2023 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.

Additionally, **CBM members enjoy VML event benefits and sponsorship opportunities.** This 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.

Bronze Level – \$1,000

Year-Round Benefits

- Subscription to the league magazine, [Virginia Town & City \(VTC\)](#)
- Member profile on VML website
- Listing in VTC professional directory (*each issue*)
- Social media posts about achievements & activities (*upon request, subject to review*)
- Use of VML partnership logo

Annual Conference Benefits:

- Virtual presence on the 2022 Annual Conference app
- One in-person registration for the 2022 Annual Conference
 - Options to participate in raffles and provide branded goods and materials
- Official recognition in the 2022 Annual Conference program



Silver Level – \$2,500

Year-Round Benefits

- Subscription to the league magazine, *Virginia Town & City (VTC)*
- One complimentary ¼ page advertisement in VTC
- Listing in VTC professional directory
- Member profile on VML website
- Social media posts about achievements & activities (*upon request, subject to review*)
- Use of VML partnership logo
- Sponsorship listing in at least one edition of eNews (VML's electronic bulletin) during the year
- Free posts on VML classifieds

Annual Conference Benefits:

- Table for your representatives at the 2022 Annual Conference
- Virtual presence on the 2022 Annual Conference app
- Two in-person registrations for the 2022 Annual Conference
 - Additional registrations available at attendee rate
 - Options to participate in raffles and provide branded goods and materials
- Official recognition in the 2022 Annual Conference program



Gold Level – \$5,000



Year-Round Benefits:

- Subscription to the league magazine, *Virginia Town & City (VTC)*
- One complimentary ½ page ad in *VTC*
- Member profile on VML website
- Listing in *VTC* professional directory
- Social media posts about achievements & activities (upon request, subject to review)
- Use of VML-CBM partnership logo
- Sponsorship listing in at least one edition of eNews (VML's electronic bulletin) during the year
- Free posts on VML classifieds

Annual Conference Benefits:

- **Sponsorship:** Listed as overall 2022 Annual Conference sponsor with recognition throughout the event space
- Option to introduce yourself to members at the start of a specific conference session or workshop and distribute branded materials during that gathering
- Table for your representatives at the 2022 Annual Conference (Note – due to space limitations, these are subject to availability)
- Virtual presence on the 2022 Annual Conference app
- In-person registrations for the 2021 Annual Conference (max. 4 registrations)
 - Additional registrations available at attendee rate
 - Option to participate in raffles and provide members branded goods and materials
- Official recognition in 2022 Annual Conference program

Diamond Level – \$10,000 +



Year-Round Benefits:

- Credited as sponsor of VML podcast *The VML Voice*
- Subscription to the league magazine, *Virginia Town & City (VTC)*
- One complimentary full-page ad in *VTC*
- Member profile on VML website
- Listing in *VTC* professional directory
- Social media posts about achievements & activities (upon request, subject to review)
- Sponsorship listing in at least one edition of eNews (VML's electronic bulletin) during the year
- Use of VML-CBM partnership logo
- Free posts on VML classifieds

Annual Conference Benefits:

- **Sponsorship:** Listed as a prominent 2022 Annual Conference sponsor with banner, signage, and advertising opportunities in the event space.
- Invitation to lead a 2022 Annual Conference workshop or session on a specific topic (TBD in consultation with VML staff)
- Table for your representatives at the 2022 Annual Conference (Diamond level members are guaranteed a table)
- Virtual presence on the 2022 Annual Conference app
- In-person registrations for the 2022 Annual Conference (max. 6 registrations)
 - Additional registrations available at attendee rate.
 - Option to participate in raffles and provide members branded goods and materials.
- Official recognition in 2022 Annual Conference program.

Diamond Plus – \$30,000



Year-Round Benefits:

- Credited as sponsor of VML podcast The VML Voice
- Subscription to the league magazine, *Virginia Town & City* (VTC)
- One complimentary full-page ad in VTC
- Member profile on VML website
- Listing in VTC professional directory
- Social media posts about achievements & activities (upon request, subject to review)
- Sponsorship listing in at least one edition of eNews (VML's electronic bulletin) during the year
- Use of VML-CBM partnership logo
- Free posts on VML classifieds

Annual Conference & VML Events Benefits:

- **Sponsorship:** Listed as a prominent 2022 Annual Conference, Mayors Institute and Newly Elected Officials Conference sponsor with banner, signage, and advertising opportunities in the event space.
- Invitation to lead workshop or session at VML Annual Conference, Mayors Institute, and Newly Elected Officials Conference events (TBD in consultation with VML staff).
- Article about recent achievements in *Virginia Town & City* magazine (September issue preceding Annual Conference)
- Table for your representatives at the 2022 Annual Conference
- Virtual presence on the 2022 Annual Conference app
- In-person registrations for the 2021 Annual Conference (max. 8 registrations)
 - Additional registrations available at attendee rate
 - Option to participate in raffles and provide members branded goods and materials
- Official recognition in 2022 Annual Conference program

Please note that all memberships run a full year from the time of registration. However, the date of the Annual Conference can vary from year to year. As such, a CBM member may not receive benefits related to more than one Annual Conference per membership term regardless of the date of registration.

VML is pleased to work with our Community Business Members to tailor their benefits to best meet their needs.

For more information contact **Rob Bullington** at (804) 523-8527 or rbullington@vml.org.