

**SHOW
YOUR**
Support!

Finish the year strong –
and start the new year
right by participating in
VermontBiz's
GIVING*Guide!*

>> FROM THE PUBLISHER:

Dear readers,

Nonprofits are a big part of Vermont's economy. Their support is crucial to so many people in Vermont, so much more now and the past three years with the Covid-19 pandemic. We have witnessed so many people who been affected and need the support of so many of our non-profits. For people in search of housing assistance, healthcare, child support, basic nutritional needs and so many other necessary services our nonprofits have been there to answer their calls. With such a high demand for services the nonprofits themselves have been stretched to their limits.

We asked ourselves here at **VermontBiz**, how can we help? Part of our answer is to produce our annual **GIVING*Guide***. This guide is used by nonprofits to get their message out to our readers and to engage them and give them an idea of all the good our nonprofits do in Vermont. As far as Vermont's business community is concerned the goal is to provide you with useful information on each of the nonprofits listed. They provide us with their mission and goals, leadership teams and board of directors along with major fundraising events and volunteer activities.

We would like to give a big shoutout to our vibrant business community in Vermont, they are present in just about every nonprofit in the state, from serving on their boards to volunteering at their fundraisers to providing financial assistance. Many of Vermont's nonprofits would not survive without the generous support of our business community. This is your opportunity to show your support again to one of your favorite non-profits by sponsoring their listing in the **GIVING*Guide* 2023/2024**.

John Boutin
Publisher

>> YEAR-LONG PACKAGE INCLUDES:

IN PRINT:

Print ad(s) in the 2023/2024 **GIVING*Guide***.

ONLINE:

The digital version of the **GIVING*Guide*** will be featured on vermontbiz.com and available for your organization to share in your marketing efforts.

Your ad will be linked to your website for easy access for our readers.

PUBLISHING DATE

November 2023

Advertising Deadline:

October 15, 2023

For more information contact:

George Eget

Advertising Director
george@vermontbiz.com

Thomas Petri

Account Manager
thomas@vermontbiz.com

>> ADVERTISING OPTIONS:

OPTION A: DOUBLE PAGE NONPROFIT SPREAD

Nonprofit receives: Full page profile AND full page ad

Business underwriter receives: Logo/name displayed on nonprofit profile

Gives the nonprofit maximum exposure while recognizing the support of the underwriter.



OPTION B: SHARED SPREAD

Nonprofit receives: Full page profile

Business underwriter receives: Full page ad

Donate the nonprofit's profile page and receive a full page ad to promote your business's philanthropic impact in the community.



Layout Source Preferences for full page ad:

Live Area 9.875" x 13.125"

Trim 10.75" x 14.417"

Bleed 11.25" x 15"

PRICING:

\$2500

Advertising Deadline:

October 15, 2023

*Only **ONE**
underwriter/sponsor
per nonprofit
First come first serve*

**For more
information contact:**

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george@vermontbiz.com

Thomas Petri

Account Manager

thomas@vermontbiz.com

>> THE PROCESS AND SPECS:

SAMPLE NON-PROFIT PROFILE :

2021 Non-Profit Profile

The Vermont Community Foundation

LEADERSHIP:

 Dan Smith
 PRESIDENT & CEO

BOARD OF DIRECTORS:
CHAIR
 Carolyn Dwyer
 Burlington
VICE CHAIR
 Spencer Knapp
 Burlington
TREASURER
 Alyson Laskowski
 Out of State
SECRETARY
 Will Stevens
 Shelburne
BOARD MEMBERS
 Kathy Austin
 Morgan
 Kristin Carlson
 Montpelier
 Cindy Char
 Washington
 Hal Coburn
 Winooski
 Mark Foley, Jr.
 Rutland
 Dennis Gauder
 Bennington
 Kate Williams
 Waterbury
 John Vogel
 Norwich

WHO WORKS WITH US

- Individuals and Families
- Attorneys and Advisors
- Businesses and Corporations
- Private Foundations
- Nonprofit Organizations

WHY WORK WITH US

- You want your giving to reflect your values and priorities. We will help you find and fund the causes you love.
- You want a partner who can help you design a giving plan with friends, children, family foundations, or your employees.
- You want to explore different ways to fund your philanthropy: cash, real estate, IRA rollovers, securities, and many others. Let us help you choose what is right for you.

MAKE A DIFFERENCE WITH US

- Work with a philanthropic advisor to identify your charitable goals.
- Open a charitable giving fund: the Community Foundation offers an array of options to support your giving, including donor advised funds (DAF) and designated funds that support a specific organization.
- Create a charitable giving plan through a will or trust, gift annuities, or remainder and lead trusts to design a legacy that will leave a lasting impact.

AT A GLANCE:
CONTACT US:
 Main Office: 3 Court Street
 Middlebury, VT 05753
 Phone: (802) 388-3355
 Email: info@vermontcf.org
 Website: vermontcf.org
SERVICE LOCATION:
 Vermont and National

OUR MISSION
 Better Together: Inspiring giving and bringing together people and resources to make a difference in Vermont.

LEARN MORE:
 Website: vermontcf.org
 Insight Hub at the Vermont Community Foundation: Actionable insight to inform Your Giving

Explore giving alongside other funders to close the opportunity gap through the Opportunity Fund, the Vermont Women's Fund, the McClure Foundation, the Samara Fund, Let's Grow Kids, The Curtis Fund, and more.

Learn more through webinars, events, briefs, and peer-to-peer experiences at the Vermont Community Foundation's Insight Hub.

Find and fund the causes you love.

We invite you to share your charitable goals and explore what is possible with us; from expert philanthropic advising, world-class investments, and donor advised funds, to legacy giving and mission investments.

Together we can do more.

To learn more, explore our website at vermontcf.org or call Jane Kimble at (802) 388-3355 x 286.

THE Vermont Community Foundation

WHAT YOU'LL NEED:

YOUR ORGANIZATION LOGO
 4-color vector file, eps, pdf or live file. Convert all type to outlines.

EXECUTIVE LEADERSHIP HEADSHOTS
 300 dpi jpg files.
 Save files as first name-last name. (ex: john-smith.jpg).
 Submit names and titles when you complete the profile information form online.

PROFILE PHOTOS
 (2-3 maximum)
 300 dpi jpg files. Placement and layout is at the discretion of VermontBiz.
 Suggested photos: events, volunteers, day-to-day operations, or organization headquarters...

CONTENT:
 2023 Goals
 Fundraising Events/Opportunities
 Giving Opportunities
 Volunteer Opportunities

AT A GLANCE:
 Top Funding Sources
 Contact Info
 Mission Statement
 Service Location

LAYOUT SOURCE PREFERENCES FOR FULL PAGE AD:

Live Area 9.875" x 13.125"

Trim 10.75" x 14.417"

Bleed 11.25" x 15"

300 dpi, press quality pdf.

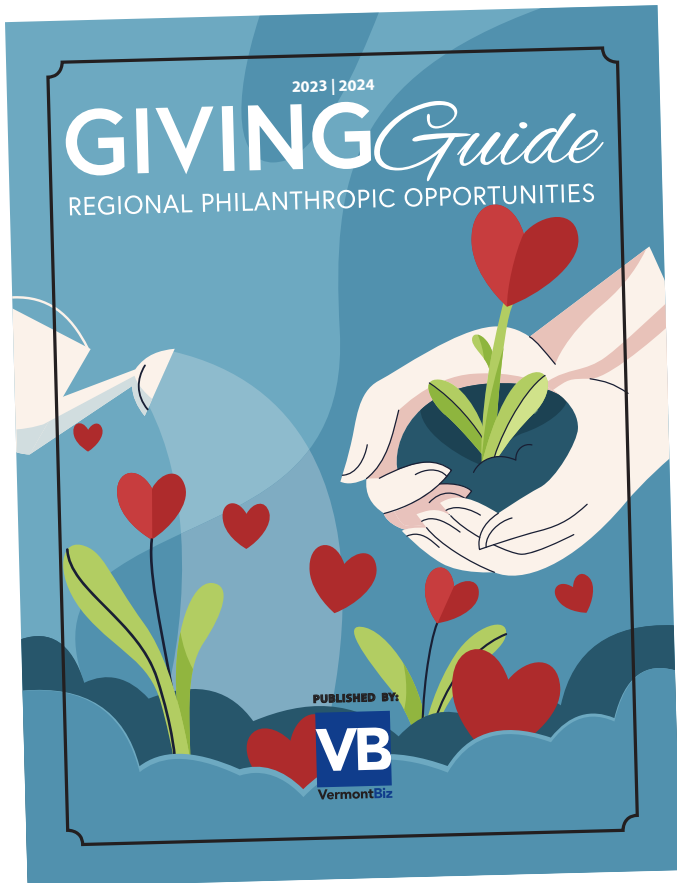
Ad materials and camera-ready artwork should be submitted to your Account Executive or submitted to emailed directly to katie@vermontbiz.com.

[Click here to view the 2022 Giving Guide.](#)

>> SPONSORSHIP:

ANNUAL GIVING GUIDE SPONSOR

- Choice of Option A or B for a nonprofit of their choosing
- Acknowledgement and logo displayed on opening Letter from the Publisher page
- 500 word letter from your CEO, President, Chief CSR officer, etc. along with a headshot following Publisher's letter
- Logo/name included on all **VermontBiz** produced promotion of the **GIVING***Guide*
- Logo/name displayed on the **GIVING***Guide's* landing page on vermontbiz.com



SPONSORSHIP \$5000:

**Advertising Deadline:
October 15, 2023**

**For more
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