

SPONSORSHIP

FOOD SECURITY | TRAILS | WATER QUALITY | FOREST HEALTH | BUILD

A VYCC sponsorship gives your business and your employees the opportunity to connect with hardworking young people and the transformative projects they complete throughout Vermont.



Your business will benefit from:

Supporting local communities | Statewide exposure
Brand appreciation and loyalty | Employee recruitment

To a wide audience of:

- **Young people** who care about the environment, outdoor recreation, local agriculture, and feeding Vermonters.
- **Adult stakeholders** including VYCC donors, project partners, volunteers, Corps Member parents, and alumni.
- **Vermonters** who visit the farm stand and recreate on trails, state parks, national forests, and campgrounds where Crews work.
- **A growing community** of over 8,000 active digital followers.

VYCC is a nonprofit 501(c)(3) organization, established in 1985, serving every county of Vermont.

@theyvcc | 1949 East Main Street, Richmond VT | VYCC.org

Sponsor a Project Area

\$1,500 - \$2,500

Corps Members are transforming Vermont through these five initiatives.

Food Security



Help young people grow and deliver local, organic produce to families that are facing food insecurity.

Trails



Help young people build personal and professional skills as they maintain and repair Vermont's trails.

Water Quality



Help young people clean up Vermont's waterways through invasive species removal and erosion/runoff control.

Forest Health



Help young people improve wildlife habitat and timber production in Vermont's public and private lands.

Build



Help young people learn carpentry skills while building and restoring state park lean-tos, backcountry cabins, and composting toilets.

Food Security Sponsor

\$1,500 | \$2,500













Your business helps provide Vermonters facing food insecurity with fresh, locally grown vegetables, fruit, and poultry through VYCC's Health Care Share project. From June to November young people grow and deliver food to Vermont health centers where families pick up their weekly shares.

Your sponsorship enhances:

- The experience of young people serving their community.
- Over 6,000 free food deliveries to 400+ Vermont families enrolled in the Health Care Share.



Choose a sponsor level

	<u>Level 1</u> \$2,500 (March-Dec.)	<u>Level 2</u> \$1,500 (July-Sept.)
Newsletter highlight – Every week families look forward to learning new recipes and reading about the young people who grow their food, and the businesses that support this work.		
E-newsletter highlight – Dedicated monthly readers receive VYCC stories and updates, along with special shout-outs to sponsors.		
Connect, inspire, recruit – Come volunteer alongside young people and connect: <ul style="list-style-type: none">➤ Be the student – Corps Members teach you about their work. This provides a great opportunity for young adults to practice communication skills.➤ Be a mentor – Discuss your business and industry, inspire young people, and share your business's values and product.➤ Recruit – partner with VYCC in helping Corps Members navigate career pathways and find their next job or education opportunity.		
Social Media Recognition – Acknowledging your business's support of life-changing experiences and community projects. Your in-person visits create genuine moments to share with multiple audiences.		
Signage at VYCC – Acknowledging your support, visible to Corps Members, volunteers, and farm stand shoppers.		
Distribute your product – Deepen the impact of Health Care Shares by including your product/coupon/info in one or more deliveries.		
VYCC.org recognition – Your business is featured on VYCC's website for the entire calendar year.		

Trails | Water Quality | Forest Health | Build

\$1,500

Choose a conservation project area!

Choose the type of impact you want to make and we'll match your sponsorship to VYCC crews completing high priority work in your choice of: trails, water quality, forest health, or build (carpentry in outdoor recreation infrastructure).

Who and what are you sponsoring?

- Young adults from Vermont and beyond, working in teams of 2-10. A VYCC experience provides career pathways while building leadership skills, confidence, teamwork, and community. Corps Members emerge from VYCC as future community, environmental, and business leaders.
- The projects VYCC crews tackle have deep, lasting impacts on Vermont's natural resources, outdoor recreation, and the health of our communities.

When and where is your sponsorship?

- Your sponsorship lasts for the entire length of VYCC's conservation work season – April to November.
- Crews are positioned in a variety of locations all over Vermont, including state parks, national forests, public roads, popular hiking trails and waterways, backcountry trails/huts, and campgrounds.
- As projects and crews shift throughout the season, we will ensure your sponsorship is continuously aligned with a crew completing projects from the project area you chose.

Your sponsorship adds value to Corps Members.

We'll work with you to arrange optional visits to:

- **Be the student** – Corps Members teach you about their work, providing a great opportunity for young adults to practice communication skills.
- **Be a mentor** – Discuss your business and industry. This gives you the opportunity to inspire young people, and share your business's values and product.
- **Recruit** – partner with VYCC in helping Corps Members navigate career pathways and find their next job or education opportunity.

Take this as far as you like! Visit crews more than once. Strong and genuine connections will create lasting relationships and great digital content.

How we hype your business to the public.

- **Signage** – Where appropriate, a 24"x18" sign is placed at the work site with your business's logo, highlighting your sponsorship, visible for the public, and positioned well for photos.
- **Social media** – Consistent acknowledgment of your business's support for life-changing experiences and community projects. Your in-person visits create genuine moments to share with ours and your audiences.
- **Digital spotlight**
 - An engaged audience will enjoy reading about your business's support in VYCC's monthly E-newsletter.
 - Your business is featured on VYCC's website for the entire calendar year.



2021 Water Quality Sponsor, GreenSea, was featured on Burlington's waterfront bike path while a crew installed erosion control infrastructure.