



Vermont Association for the
Blind and Visually Impaired

Corporate Partnership Program Package

About The Vermont Association for the Blind and Visually Impaired (VABVI)

Since 1926 VABVI has been the only non-profit in the state to offer rehabilitation services to the blind and visually impaired.

VABVI's services are provided without charge to the client. VABVI's programs work to minimize the impact of living without sight on all areas of an individual's life including education, career, social life, mobility, recreation, civic participation, and personal safety of our clients and students. VABVI offers services that include rehabilitative training, coaching in orientation and mobility strategies, instruction in adaptive techniques for daily living, procurement and training in assistive technology use, social networking opportunities, and the maintenance of a statewide transportation network. VABVI provides services to clients in each of Vermont's 14 counties.

For every dollar we spend 91 cents goes directly to our client services.

Community Need and Increase Demand for Services

- The number of clients we serve has increased by 65% in the last 12 years.
- In fiscal year 2017, we served over 1,250 adults.
- There are an estimated 13,000 Vermonters who are currently blind or visually impaired.
- As the "Baby Boomer" generation ages this number is expected to increase to at least 25,000 by 2030.
- We estimate that by 2020 we will be serving a minimum of 1,550 adult clients.
- People are living longer and longer so we anticipate that the increase in demand for our services will continue well into the future.
- As a result, our neighbors, family and friends are among those who may be coping with vision loss.

Why Become a VABVI Corporate Partner?

For 90 years VABVI has been a pillar in communities across Vermont. We have a long history of working with Vermonters of all ages who experience vision loss. Your support will assist us in providing programs and services that support visually impaired and blind across the state.

Aligning your business with us adds to the credibility of your brand and illustrates your community investment with the only Vermont based institution that provides these critical vision rehabilitation services. With the support of our corporate sponsors, the opportunities for visually impaired and blind Vermonters to live fully independent lives becomes a reality.

There are a number of ways in which your business or corporation can get involved. When you choose to help, you'll send a message to the community about your commitment to supporting their visually impaired family members, neighbors and friends.

We offer a variety of sponsorship levels so no matter what size your business or company, you can be assured that there is a sponsorship level suited to your desired level of investment.

The Benefits of Partnering with VABVI



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Reach the right people

The above statistics indicate that VABVI's services are critical to an increasing number of Vermont residents. Your VABVI sponsorship will provide your business with an unparalleled opportunity to reach a growing segment of the Vermont population. As the percentage of the state population with vision loss increases the influences this community has on buying decisions at every level will increase proportionately. *This is a population your business will want to engage.* With a VABVI partnership package, you'll be able to penetrate this market with your message while building awareness among a broader audience of these individuals' family members, friends, neighbors and colleagues.

Extend your brand

Keep your company in the spotlight year-round with consistent, persistent brand exposure. With a high-profile VABVI partnership, your brand will be promoted throughout the year, making hundreds of impressions on our audiences.

Amplify your message

VABVI partnership is limited to a select number of companies per year at all levels of support to ensure that our members and customers can focus on your message. VABVI has developed a sophisticated communications program with a dedicated staff member who works to gain brand and logo recognition for our corporate partners with all segments of our community.

Tap Into a Multifaceted Media Network

VABVI offers a variety of communication vehicles for your message, because some readers like to have a printed materials in their hands, while others prefer an electronic version; some like updates throughout the week, and others like to browse online on their own schedules. The VABVI communications program includes:

1. 3 segmented newsletters
2. An annual impact report
3. Website content dedicated to corporate partnership
4. A weekly blog
5. An active FaceBook community
6. An active YouTube community
7. A new community on Twitter
8. Our signature Annual Dinner which is growing rapidly
9. New VABVI events including events specifically for major donors
10. Community collaborations and joint events with other established Nonprofits

Become a VABVI Corporate Partner Today!

As a VABVI Corporate Partner, our communications and development staff will work with your company to deliver strong and lasting brand and logo recognition as well as capitalizes on your existing marketing strategy. The following table will provide a detailed look at all our Corporate Partnership levels.

Benefits Levels	Green Mountain \$7,500	Champlain \$5,000	Maple \$2,500	Mansfield \$1,250	Red Clover \$750
Number of Partnerships Available					
Use of VABVI Logo	✓	✓			
Logo on VABVI recognition website page			✓	✓	✓
Linked Logo on VABVI recognition website page	✓	✓			
Newsletter Logo Recognition	✓	✓	✓	✓	✓
Newsletter Story	✓				
Corporate Partner Social Media tag on FaceBook	✓	✓	✓	✓	
Social Media Corporate Partners posts	✓	✓	✓		
Social Media Company specific posts	✓				
Listing in Annual Impact Report	✓	✓	✓	✓	✓
Write Up in Annual Impact Report	✓				
Company specific Blog	✓				
YouTube Video sponsorship	✓	✓			
Annual Dinner Recognition	✓	✓	✓	✓	✓
Annual Dinner Tickets	8	6	4	4	2
Annual Dinner VIP Reception Tickets	4	2			