



# BUILDING OUR FUTURE

## VERONA ROAD BUSINESS COALITION

[VeronaRoad.info](http://VeronaRoad.info)

## Sponsorship Opportunities

Demonstrate your commitment to Fitchburg, Madison and Verona area businesses and the overall community by making a 2015 contribution to the Verona Road Business Coalition (“VRBC”). Businesses who participate in 2015 at the sponsorship levels set forth below will be identified as “VRBC Charter Sponsors” on the VRBC Website and other VRBC promotional materials.

### \$2,500 Construction Barrel Sponsor

- Company logo on all VRBC printed and electronic materials
- Promotional coupons promoted on VRBC Website and Social Media
- Marketing on Social Media - pushed out and linked to targeted Facebook customers
- Sharing of VRBC Business Customer Lists for marketing/advertising
- Ten (10) tickets to VRBC Customer Appreciation Event to be held in 2015
- Receive a window cling to promote the VRBC at your business

### \$1,500 Construction Cone Sponsor

- Company logo on all VRBC printed and electronic materials
- Marketing on Social Media-pushed out and linked to targeted Facebook customers
- Five (5) tickets to VRBC Customer Appreciation Event to be held in 2015
- Receive a window cling to promote the VRBC at your business

### \$1,000 Detour/Alternate Route Sponsor

- Company listed as VRBC Charter Sponsor on all VRBC printed and electronic materials
- Five (5) tickets to VRBC Customer Appreciation Event to be held in 2015
- Receive a window cling to promote the VRBC at your business

### \$500 Stay With Us Sponsor

- Company listed as a VRBC Charter Sponsor on all VRBC printed and electronic materials
- Two (2) tickets to VRBC Customer Appreciation Event to be held in 2015
- Receive a window cling to promote the VRBC at your business

### \$100 Friend of the Verona Road Business Coalition

- Listed on the VRBC Website as a ‘Friend of the Verona Road Business Coalition’
- Receive a window cling to promote the VRBC at your business

# Benefits of Verona Road Business Coalition Sponsorship

- Up-to-date Verona Road Construction updates and alternate routes shared with commuters, workforce, customers and suppliers
- Company logo on all VRBC printed and digital materials
- Comprehensive Marketing and Social media initiatives to communicate up-to-date developments
- Business Advocacy with WisDOT on issues being impacted by the Verona Road construction project
- PR and relevant communications will provide up-to-date information sharing, workforce/commuter updates, event planning and promotions along the Corridor.
- Promotions to attract and drive customers to your business
- Business resources, seminars and workshops to deal with pressing issues during road construction
- Support of other businesses experiencing the same impacts during the Road construction project

“ We decided to become of sponsor of the Verona Road Business Coalition because we could maximize our Marketing budget by attracting new customers and retaining current customers during the five-year Verona Road construction project. We have developed a strong working relationship with the VRBC and feel they are working on behalf of ALL of the businesses within the Verona Road Corridor being impacted by the road construction.

- Lucas Glasgow, Manager, Fitchburg HyVee



The Verona Road Business Coalition (VRBC) is a volunteer group of Verona Road businesses and citizens concerned about the largest and longest urban road construction in the state of Wisconsin. Its mission is to minimize disruption to businesses over the projected five-year construction period; keep businesses, customers and the general public informed of alternate routes; provide help and support for people and businesses affected by the ongoing Verona Road construction issues; advocate with governmental entities for the businesses affected by the construction; and finally and most importantly, develop and execute joint marketing campaigns to promote the businesses in the corridor.

#### Contact:

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