

2026 VSFMA Sponsorship Marketing Guidelines

Platinum: 4 annual social media promotions and e-blasts

Gold: 2 annual social media promotions and e-blasts

Silver: 1 annual social media promotion and e-blast

- All marketing pieces must be provided in full by each sponsor
- VSFMA is not responsible for soliciting content throughout the year
- Sponsor social post/e-blast content will be staggered throughout the year
- Multiple sponsor posts/e-blasts will not occur within the same week
- No sponsor marketing will occur in the months of October and November

E-blast Guidelines:

- E-blasts will be sent to the VSFMA member list only
- Sponsors are encouraged to use this opportunity to promote **educational or informative highlights** of their products or for VSFMA to recognize any awards received
- Product promotions or “sale” emails will be advertised as from a VSFMA sponsor for VSFMA members. Sponsors can provide this language or VSFMA will include the following special offer header:



Social Media Guidelines:

- Educational, informative, or congratulatory posts will be posted on Facebook, Instagram, LinkedIn, and X
- Original content of sale/product based promotions will be posted on Facebook
- Sponsor links for sharing posts can be provided for Facebook, Instagram, LinkedIn, or X