

# VERMONT SIGNATURE EVENTS PROGRAM FAQ

## 2023 | 24 ANNUAL

The Vermont Signature Events program is a partnership with the Vermont Department of Tourism and Marketing (VDTM) and the Vermont Chamber of Commerce. It is a great way for events to gain exposure and prominence. Signature Events are awarded annually and celebrate the diversity of experiences Vermonters and visitors alike can enjoy in the Green Mountain State.

### WHAT TO KNOW

#### Q: How is this different from the Top 10 Events program? Why the change?

The Vermont Signature Events program is a reimagination of the former Top 10 Events program. Instead of awarding events seasonally, the committee will be looking at and designating with a wider lens. This strategic decision was made to align with marketing initiatives executed by both the Vermont Chamber and the Vermont Department of Tourism and Marketing (VDTM) such as the Annual Inspiration Guide.

#### Q: I used to apply for a Top 10 Event. Is this what I apply for now?

Yes, you should apply for the Vermont Signature Events program. The Vermont Signature Events program is a reimagination of the former Top 10 Events program.

#### Q: How can I use this designation to promote my event?

Winners of the Vermont Signature Events award should use the designation in their event marketing materials, the same way they would for the Top 10 Events designation. Additionally, the Vermont Chamber has partnered with VDTM on the Vermont Signature Events program. Therefore, events who receive the designation will gain greater exposure and be promoted to a wider network.

#### Q: What about events that have received the Time Honored Event designation?

Events that have previously been named a Time Honored Event, and are taking place during the year of the current publication, can still hold the designation and use it in their marketing materials. Time Honored Events do not need to apply for the Vermont Signature Events program, the Vermont Chamber will reach out to confirm that the event is being held, and to obtain more information.

#### Q: What time period is covered by this year's Vermont Signature Event program?

Events must take place between April 1, 2023 and March 31, 2024. The deadline to submit an application for your event is December 22, 2022.

### LEARN MORE

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