

## Black Diamond

Your black diamond membership puts you among the group of businesses helping us to invest more into our mission.

### Marketing

- Video, 60 seconds  
produced and distributed blog, YouTube, social media, Visitor Center
- Mad River Valley advertorial package, includes Valley Reporter distribution
- In-person Audit of your Website, with written report

### Services

- Deep Dive with an expert in a field of your choice

### Building Your Network & Your Knowledge

- Annual Vermont Outlook Event with panel of Economic leaders
- VIP Pre-Party before Festival of Lights

***Plus all services and benefits on the previous pages.***



Support our work to  
shine a light on the  
Mad River Valley.

### our strategy | BRAND EQUITY

Be the champions of the Mad River Valley brand, to: develop and foster a recognizable brand image for the Mad River Valley; proliferate and manage its use by Valley businesses, towns, and organizations.

