

LSLCA Website Sponsorship Advertising

Overview:

In the fall of 2002 the Lake Saint Louis Community Association began exploring the development of a dedicated website for its 3,850 household community association members and prospective members to be able to access information about community association issues, amenities, events and activities as well as exposure to the local area businesses and city happenings.

Research has demonstrated that the membership of the community has shown strong interest and support in the LSLCA communicating with its membership via the Internet.

The demographics of this community shows that a vast majority of households do in fact have internet connectivity. Research also shows LSL as one of the highest concentrations of "**home-based professionals**" areas in the State of Missouri – making a community association website a valuable asset to the CA, the members and local businesses. We invite you to take this opportunity meet the demand of our audience and provide a professional website to better serve our community.

Opportunity:

The development team is pursuing a select and limited number of companies to partner with this project and become sponsors of the development of the LSLCA.com website. There are several levels of opportunity to participate and gain tremendous exposure for your business and build goodwill within the community.

Platinum Level Partner – This level will be limited to six companies that will receive the highest recognition for their level of support. Each Platinum level partner will receive one of six rotating Home Page Ads and a free rotating ad on one other selected navigational page for 12 months once the full website goes live. All website ads will rotate a maximum of six company placements and offer a click through link to the partners website. In addition, platinum level partners will receive a Premier Directory Listing, which includes a standard horizontal company banner ad, your company name, address, phone and email. Our six Platinum Partners will also be mentioned in all promotion and advertising during the launching of the new website.

Cost: \$1,500.00 (12 month term)* - includes design and development of banner or button sponsorship ad

Gold Level Partner – This level will be limited to ten companies that will receive a rotating 468x60 horizontal Banner ad on a primary navigational pages and a highlighted listing and link in the website directory for 12 months once the developed site goes live. In addition, Gold level partners will receive a free rotating ad spots on a navigational page. All website ads will rotate a maximum of six company placements and offer a click through link to the partners website.

Cost: \$1,000.00 (12 month term)* - includes design and development of banner or button sponsorship ad. Gold level sponsors can request an exclusive placement on a specific page (i.e. Lakes & Parks page) for an additional \$500 annually.

Silver Level Partner – This level will receive a banner Ad on a selected sub-navigational pages and a free standard listing in the website directory for 12 months once the developed site goes live. All website ads will rotate a maximum of six company placements and offer a click through link to the partners website.

Cost: \$500.00 (12 month term)* - includes design and development of banner or button sponsorship ad.

Realtors Listing: – This level allows local realtors to post their Lake St. Louis listings on the LSLCA Property Listing Page – includes the following information supplied by the realtor - property photograph, property location, price, one line of description, realtor contact information and email/website link. *The home page will have a direct link to the Realtor Listing Page.*

Cost: \$500.00 (12 month term)*

****A one year signed commitment will allow for six month billing and allow your firm the first opportunity to renew for the limited ad space on the above packages.***

Additional Opportunities:

Directory – This level allows a company listing in our online directory by selected category. A listing consists of your company name, address, phone and email.

Cost: \$20.00 per month (1 year commitment required, six month billing available)

Local Realtor Directory: This level allows a realtor listing in our online local realtor directory. A listing consists of your company name, address, phone and email.

Cost: \$20.00 per month (1 year commitment required, six month billing available)

If there is a sponsorship program for your business or organization that is not addressed in the above packages please let us know so we can package a program that meets your needs. You can contact your LSLCA representative or the CA office at 625-8276.