

LCNS SPONSORSHIP OPPORTUNITIES 2021/2022

NEWSLETTER AD SPACE

Monthly Subscription - \$25 for 1/4 page (\$250 / year)

\$50 for 1/2 page (\$500 / year)

Business may provide a new graphic each month to advertise specific items or events. Could include a coupon or discount for LCNS members.

Month to Month Ad Space - \$30 for 1/4 page

\$60 for 1/2 page

Business may advertise during specific months to promote an event related to their business, a sale they are offering, or a specific product etc.

Business Card Ad Space - \$5 for standard business card size (3.5" x 2") (\$50 / year)

\$10 for month to month business card space

NOTE: Business to provide their own graphic for newsletter ads or business card ads.

DIRECT DONATION

Monetary Donation – One time donation to LCNS for general usage OR donor may specify an event or item the donation may be put towards (ie. money towards a new photocopier)

Supply Donation – One time donation of products or supplies from a business to be used in the classroom (ie paper towel, photocopy paper, batteries, markers, binders, envelopes, lysol wipes, latex gloves, garbage bags, green bin bags, yard waste bags, facial tissues)

Gift Card or Product Donation – One time donation of a gift card or product to LCNS to be used at a silent auction or as incentives for fundraising efforts for the membership.

Coupon or Voucher – *Bulk coupon for % off entire purchase or services, or bulk vouchers for free item with purchase. *bulk - the business would provide enough coupons to be distributed to the entire LCNS membership. Could be used: as part of the orientation package to the membership, as incentive for members to complete LCNS surveys, to create “grab bags” to be handed out at the LCNS Breakfast with Santa to all those who attend.

DONATION OF SERVICES

Any business is welcome to donate their services to LCNS and become an automatic sponsor.
ie. Accounting services, maintenance and repair, photography, graphic design, lawn care

Donation of Class Instruction – Donation of enrolment fee for classes booked as a LCNS fundraiser (such as fitness, yoga, knitting lessons, art paint night, cake decorating). Classes open to LCNS membership and LCNS friends and family (event to be advertised by LCNS).

***Tax receipts available for monetary donations only.**

LCNS Levels of Sponsorship 2021/2022

PLATINUM: \$500 +

- Business LOGO or individual's name proudly displayed on Sponsor page on LCNS website
- Listed as official sponsor on LCNS flyers and advertising (logo present on ads)
- Reserve exclusive rights for advertising with LCNS (will not sell 1/4 or 1/2 page ad space to direct competitors)
- Receive business card ad space in newsletter for free if not already subscribed for 1/4 or 1/2 page
- Listed as official sponsor of our annual LCNS Fundraising Event, receive two free tickets to event
- Invitation to include coupons, vouchers, or ad in LCNS orientation package
- Invitation to contribute to the "Ask the Expert" Column in the LCNS newsletter
- LCNS to provide copies of LCNS advertisements for business to display as a proud sponsor

GOLD: \$250

- Business LOGO or individual's name proudly displayed on Sponsor page on LCNS website
- Listed as official sponsor on LCNS flyers and advertising (logo present on ads)
- Reserve exclusive rights for advertising with LCNS (will not sell 1/4 or 1/2 page ad space to direct competitors)
- Invitation to include coupons, vouchers, or ad in LCNS orientation package
- Invitation to contribute to the "Ask the Expert" column in LCNS newsletter
- LCNS to provide copies of LCNS advertisements for business to display as a proud sponsor

SILVER: \$100

- Business LOGO or individual's name proudly listed on Sponsor page on LCNS website
- Receive ONE FREE business card ad in newsletter if not already subscribed for newsletter advertisements

BRONZE: under \$100

- Business LOGO or individual's name proudly listed on LCNS Sponsor page on LCNS website

ADDITIONAL INFORMATION

Lakeshore Co-operative Nursery School
315 Northlake Drive
Waterloo, Ontario
N2V 1W5
(519) 884-0738
www.lakeshorenursery.com

CHEQUES

- Payable to Lakeshore Cooperative Nursery School
- Please date cheques for the 1st of the month prior to the month your ad will appear in our newsletter (for ad running in our November newsletter, cheque will be dated October 1st)

SPECS for Ad Space

- Full colour (to be distributed to LCNS membership via email, newsletter file linked to LCNS website, hardcopies of newsletter to be printed in colour and B&W)
- Please submit files as jpegs (150 dpi, RGB) 1/4 page ad - 4" x 5.25", 1/2 page ad – 8" x 5.25", business card – 3.5" x 2"
- Ads must be submitted to LCNS by the 10th of the month prior to month intended for (ie. Ad for November must be received by Oct 10th)
- Send jpeg files to lakeshorenursery.sponsorship@gmail.com , mark subject line as LCNS NEWSLETTER AD

LOGOS of Business for use on LCNS ads and website

- Please submit both a full colour and a B&W jpeg version of your business logo to be used on our website or on our printed flyers
- Send jpeg files to lakeshorenursery.sponsorship@gmail.com , mark subject line as LCNS SPONSOR LOGO

LCNS SPONSORSHIP APPLICATION

Name of Business _____

Point of Contact _____ Phone Number _____

Address _____

Email _____

Website _____

Description of products or services _____

I am interested in partnering with LCNS:

NEWSLETTER

- business card subscription (\$5/month - \$50)
- 1/4 page subscription (\$25/month - \$250) * Ask the Expert Column _____
- 1/2 page subscription (\$50/month - \$500) * Ask the Expert Column _____
- business card month to month (\$10/month) ad month(s) _____
- 1/4 page month to month (\$30/month) ad month(s) _____
- 1/2 page month to month (\$60/month) ad month(s) _____

DIRECT DONATION

- Monetary _____ Amount to be used towards _____
- Supplies _____
- Gift Card _____
- Product _____
- Coupon (58 members) _____
- Voucher (58 members) _____

DONATION OF SERVICES

- Services _____
- Class Instruction _____

DATE _____ SIGNATURE _____

Cheque # _____ Donation Received _____

TOTAL _____ Sponsorship Level _____