



Business Partnership Opportunities to Protect Lake Winnepesaukee

Protecting the lake that drives our local economy.

The Lake Winnepesaukee Alliance (LWA) is the sole nonprofit organization working to safeguard New Hampshire's largest lake which powers our local economy. LWA's mission is to protect the water quality and natural resources of Lake Winnepesaukee and its watershed. Through monitoring, education, stewardship, and science guided approaches for lake management, LWA works to ensure Winnepesaukee's scenic beauty, wildlife habitat, water quality and recreational opportunities will thrive for generations to come. By supporting the LWA, your business becomes a partner in preserving this vital resource.

As reported in the June 2021 '**Value of Winnepesaukee**' policy brief completed for the Lake Winnepesaukee Association by the Nelson A. Rockefeller Center for Public Policy and the Social Sciences at Dartmouth College, NH, the local economy thrives on the recreational opportunities which are dependent on the natural resources of and around the lake, bringing in over \$445 M in revenue from tourism, boating, fishing, and summer camps.

The total value that Lake Winnepesaukee brings to the Lakes Region is estimated at over **\$17B**.

Partnering with LWA is a strategic decision that aligns your business as a Lake Protector. By investing with LWA, your business will be associated with the preservation of Winnepesaukee's clear waters. Your support will be acknowledged through a variety of platforms, including marketing materials, social media, LWA's website, annual reports, meetings, events, newsletters, and press releases. The amount of recognition will be commensurate with your level of investment.

Businesses can proclaim their relationship with LWA by displaying a window decal to show the community and patrons that your business has pledged commitment to supporting Lake Winnepesaukee Alliance's mission.

Thank you for your consideration of protecting Lake Winnepesaukee.



Joanne D. Haight
Director of Outreach and
Development

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o) 603-581-6632

www.winnepesaukee.org

Winni Business Sponsorship

Winni Business Platinum- \$10,000

- Presenting Program Sponsor of one of LWA's lake protection projects or programs, with recognition on program materials and on the program page of our website.
- Recognition at lake-related events
- Prominent recognition as a Business Champion in print and electronic newsletters.
- Social media promotions with business logo/photo announcing your support as a Business Champion
- Recognition in press releases
- Company name and logo in specialty marketing materials
- Company Name and logo prominently listed on website
- LWA Our Lake. Our Future. window decal

Winni Business Gold - \$5,000

- Recognition at lake-related events
- Prominent recognition as a Business Leader in print and electronic newsletters
- Social media promotions with business logo/photo announcing your support as a Business Leader
- Recognition as a Business Leader in press releases
- Company name and logo in specialty marketing materials
- Company Name and logo prominently listed on website
- LWA Our Lake. Our Future. window decal

Winni Business Silver - \$2,500

- Business Ad in 1 print and 1 electronic newsletter
- Social media recognition of your support
- Company name and logo in specialty marketing materials
- Company Name and logo listed on website
- LWA Our Lake. Our Future. window decal

Winni Business Bronze - \$1,000

- Business Ad in 1 print newsletter
- Company Name listed on website
- LWA Our Lake. Our Future. window decal

Winni Business Guardian- \$500

- Company Name listed on website
- LWA Our Lake. Our Future. window decal

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Company Name (Preferred Listing) _____

Contact Name: _____

Mailing Address: _____

City/Town: _____ State: _____ Zip: _____

Office Phone: _____ Website: _____

Email: _____

Winni Business Platinum	\$10,000	
Winni Business Gold	\$ 5,000	
Winni Business Silver	\$ 2,500	
Winni Business Bronze	\$1,000	
Winni Business Guardian	\$ 500	
Donation		

Payment:

____ Check enclosed. Payable to Lake Winnepesaukee Association. PO Box 1624, Meredith, NH. 03253

____ Please invoice me.