

Spring 2024



A Letter to Our Valued Local Businesses:

The Laurel Lake Association in Fitzwilliam, New Hampshire would like to invite you to partner with us as a local sponsor of our critically important Lake Host Program. This partnership provides local businesses with front-and-center advertising exposure and high value engagement with the Laurel Lake community as well as local and regional vacationers. As a local business sponsor you would receive business name and/or logo placement on various Laurel Lake Association media and publications including its website (<https://www.laurellakeassn.com/>), Facebook page, public ramp kiosk, and seasonal newsletters at levels noted below. Also, you would play an important role in protecting Laurel Lake – rated as one of the cleanest lakes in New Hampshire - from invasive weeds and aquatic species. Protecting the lakes we love and enjoy is a mission we can all rally behind.

**So, here's what this partnership program is all about:**

#### **LEVELS OF SPONSORSHIP - 2024 LAKE HOST @ LAUREL LAKE BUSINESS PARTNER SPONSORSHIP PROGRAM**

**SILVER PARTNER:** \$250.00 annual sponsorship – Business name and/or logo placement in all Laurel Lake Association media pertaining to the Lake Host Program including, but not limited to, the Association website, Facebook page, annual meeting, and seasonal Association and Town newsletter articles.

**GOLD PARTNER:** \$500.00 annual sponsorship – Top-tier business name/logo placement on all Lake Association media as noted for Silver Partner PLUS top name/logo kiosk placement at the Laurel Lake boat ramp.

**PLATINUM PARTNER/5 YEAR:** \$1000.00 one-time sponsorship – A 5 year Lake Host sponsorship at the Silver Partner level.

#### **THE VALUE OF BEING A LAKE HOST LOCAL BUSINESS PARTNER**

Our local quality of life and economy are built around our natural resources. Keeping those resources healthy and desirable is a win-win value proposition for all of us. As a Lake Host local business sponsor, you increase your business advertising with a sizable local and regional cohort. You also increase your exposure as a business that supports local lake life as well as the natural resources that we care about. All Lake Host local business sponsorship funding goes directly to pay seasonal Lake Host Inspectors at our public boat ramp, so you know that your sponsorship dollars are going where they can make the greatest impact. This makes our local business sponsorship equation simple yet important: the more funding we have for our Lake Host Program, the more Lake Host ramp coverage hours we can provide, and the greater the number of ramp hours, the greater our first line of defense in keeping Laurel Lake free from aquatic invasive species.

#### **THE IMPORTANCE OF THE LAKE HOST PROGRAM**

The Lake Host Program is a courtesy boat inspection program administered by NH LAKES (<https://nhlakes.org/>) to prevent the introduction and spread of aquatic invasive species, plants and animals into NH lakes. The Laurel Lake Association serves as the local coordinator of this program on Laurel Lake. The Lake Host Program is our first line of defense against invasive species hitchhiking into our lake by watercraft entering at the public boat ramp. Invasives diminish the overall quality of lake life - swimming, boating, fishing, and often property values for those owning lake property. The Lake Host Program uses volunteer and paid Lake Host Inspectors to greet visitors at the public boat ramp, share info about New Hampshire's "Clean. Drain. Dry." law, and check for any invasives attached to boats and trailers. It's worth noting that over the past 3 summers our Lake Hosts have spotted and removed invasives like Eurasian Milfoil from watercraft coming into Laurel Lake via the public ramp!

We would welcome and greatly appreciate your partnership. Please contact us at [lakehost@laurellakeassn.com](mailto:lakehost@laurellakeassn.com) to become a Lake Host local business sponsor this year. We look forward to hearing from you!

Most Sincerely,

*Tom White*

Tom White  
President – Laurel Lake Association

*Chip Yensan*

Chip Yensan  
Lake Host Local Coordinator