

## The Business of Keeping Winni Blue

The Lake Winnepesaukee Association (LWA) is the leading nonprofit organization working to ensure a legacy of lasting protection for NH's most valuable freshwater 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**.

**Recognizing that the 'economy and environment' are opposite sides of the same coin, with Lake Winnepesaukee our common currency, it is important that we work together to ensure Winnepesaukee stays clean and blue.**

Businesses which profit on these opportunities should be devoted to protecting the environmental integrity of the lake and are encouraged to join our efforts and cause.

### Business Sponsorship Levels

Winni Blue Business Champion -	\$10,000
Winni Blue Business Leader -	\$5,000
Winni Blue Business Sponsor -	\$2,500
Winni Blue Business Guardian -	\$1,000
Winni Blue Business Friend -	\$500

LWA will publicly showcase businesses that pledge their commitment to protecting Lake Winnepesaukee. Businesses will pledge their support through monetary donations and be recognized as sponsors or supporters at lake-related events or through marketing materials and social media (website, annual report, annual meetings, newsletters, press releases, etc.) based on their level of commitment.

Businesses can proclaim their relationship with LWA by display of a window decal, whereby the decal indicates to the community and patrons that your business has pledged commitment to environmental integrity.

# Winni Blue Business Sponsorship

## Winni Blue Champion - \$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.
  - Lake Winnepesaukee Protection Initiative
  - Water Quality Monitoring
  - Winni Blue and LakeSmart
  - Melvin River Restoration activities
- 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
- Keep Winni Blue window decal

## Winni Blue Leader - \$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
- Keep Winni Blue window decal

## Winni Blue Sponsor - \$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
- Keep Winni Blue window decal

## Winni Blue Guardian - \$1,000

- Business Ad in 1 print newsletter
- Company Name listed on website
- Keep Winni Blue window decal

## Winni Blue Friend - \$500

- Company Name listed on website
- Keep Winni Blue window decal



LAKE WINNIPESAUKEE  
ASSOCIATION  
*Keep Winni Blue*

Just Imagine the Economic Impact . . . If We Did Nothing

**Become a Winni Blue Business today!**

Company Name (Preferred Listing) \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

**Winni Blue Business Sponsorship Level**

- Winni Blue Business Champion - \$10,000 \_\_\_\_\_
- Winni Blue Business Leader - \$ 5,000 \_\_\_\_\_
- Winni Blue Business Sponsor - \$ 2,500 \_\_\_\_\_
- Winni Blue Business Partner - \$ 1,000 \_\_\_\_\_
- Winni Blue Business Friend - \$ 500 \_\_\_\_\_

Payment:

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

\_\_\_\_\_ Please invoice me.