

SANDPIPER BAY COMMUNITY

PORT ST LUCIE, FLORIDA

www.sandpiperbaycommunity.org

Established 1968



SBC Sponsor Advertising Agreement

What is a Sandpiper Bay Community Sponsor?

Sandpiper Bay Community is a Florida Not-For-Profit association whose purpose is to provide a place for our residents to gather, to hold social and civic events, to learn from local speakers, and to work as a group to protect and preserve our community and property values. The Sandpiper Bay Community target member is any of the approximately 3300 residential addresses in the 34952. Members carry a Membership Card to be displayed to local merchants.

A **Sponsor** is a business who helps underwrite the cost of running Sandpiper Bay Community. Ideally, a sponsor is one of the 300 plus Sandpiper Bay located business that we can promote to customers who are in "your backyard."

Sandpiper Bay Community promotes itself, so residents are aware of our presence in two ways:

1. We send out Mailers to all addresses in the community. The Mailer is a 2-Sided, 8 1/12 X 11 Color Laminated marketing piece. Side 1 markets Sandpiper Bay Community. Side 2 promotes up to 10 local businesses with a Business Card Size Advertisement. We consider your business a **Sponsor** as your advertising helps offset print and mail costs. The Mailer is a "win-win" as both our association and your business hits every mailbox in Sandpiper Bay.
2. We also have a website--www.sandpiperbaycommunity.org. On it we promote the local businesses who are our sponsors.

You can sponsor us using Option 1, Option 2 or BOTH: Whichever makes best sense to promote your business.

Our Sponsors also have the option to place a marketing promo on our member website as incentive to drive foot traffic.

SANDPIPER BAY COMMUNITY Sponsor Packages

Mailer and/or Web Site

Each unit is Business Card Size

- | | |
|--|---|
| <input type="checkbox"/> 1 unit - \$250 | <input type="checkbox"/> 2 units - \$475 |
| <input type="checkbox"/> 3 units - \$694 | <input type="checkbox"/> 4 units - \$900 = 1/3 page |

Rates are for 1 insertion for Mailer or 1 calendar year for the web site. If ads are placed in more than one media or for multiple mailers, price is based on total units

Mail check to SBC, 1193 SE Port St Lucie Blvd., # 128 Port St Lucie 34952

Total: \$ _____

More information: marketing@sandpiperbaycommunity.org.

Complete this form and mail it with your payment OR go to our website under Sponsor/Application and complete the form there.

Date: ___/___/___

Business Name: _____

Phone: _____

Contact/Title: _____

Email: _____

Street: _____

Unit #: _____

City: _____ State: ___ Zip Code: _____

Sponsor Signature: _____ Sandpiper Bay Community Rep: _____

SBC Sponsorship Marketing Agreement (Page 2 of 2)

Instructions

Print Mailer Business Card Advertisement:

1. Deadline is the month before mailing.
2. Printer prefers copy in and (Adobe) PDF file format.
3. Email copy to marketing@sandpiperbaycommunity.org or mail to our address.
4. Business Card size is 3.5 x 2 Inches.
5. Artwork must be camera ready & in electronic format.
6. We are not responsible for quality of copy or transposition on to our media.
7. Copy change surcharge will be by quote with a minimum of \$25.

Website Business Card Advertisement:

1. Website is updated with business card add within 7 days of receipt of copy and payment.
2. Webmaster prefers to copy in a media file format (jpg, etc.)
3. Email copy to marketing@sandpiperbaycommunity.org.
4. Business Card size is 1050 x 600 pixels.
5. Optionally, SBC will record a 60-90 second video that will play when you card is clicked on (additional charge).

Sandpiper Bay Community Member Card Incentive: (optional)

1. Sandpiper Bay Community maintains a Member Benefits section on its website.
2. To drive foot traffic, consider offering a member benefit incentive if the Member Card is displayed.

Terms and Conditions

1. Payment must be received prior to Printing or Website Posting.
2. Payment is non-refundable and advertisement purchases are non-transferable.
3. Sandpiper Bay Community must approve all copy prior to publication.
4. For Mailers, failure to get copy by the deadline is the sponsor's responsibility and is not refunded.
5. Circulation numbers for the Mailer are based on current estimates obtained by our Printer through the US Post Office. Counts and routes may be changed without notice by the Post Office. The goal is for the Mailers to reach every addressable mailbox within the Sandpiper Bay as defined by the Subdivision Map on our website www.sandpiperbaycommunity.org found under About/Subdivision Map. Errors or omissions in distribution by the United State Postal Service are outside of our control and are not refundable.
6. At such time that we become aware of or are notified that that a paid sponsor has ceased operations, their website advertisement will be removed. No refund is provided for unused display time.
7. By completing this Agreement, you agree to place an advertisement with Sandpiper Bay Community and to be bound by the terms stated under Terms and Conditions.
8. The advertisement can be considered a cost of doing business as advertising or a charitable contribution to the Sandpiper Bay Community under Florida Law.
9. This Agreement is governed under the laws of the State of Florida.

Thank You for Being a Sandpiper Bay Community Sponsor!