

# FRIENDS Of LaVista Park Business Program

## Friends of LaVista Park

The Lavista Park Civic Association (LVPCA) has long enjoyed the support of the surrounding community. A key part of that support comes from our neighborhood businesses. We have created the “Friends of LaVista Park” program to provide them the opportunity to maximize the business they do with members, residents, and visitors to our community.

## Geographic Area



## An Investment that Pays Off

Businesses that join the Friends of LaVista Park Business Program will benefit from reaching a highly desirable demographic:

Our Neighborhood Includes:

- Approximately 650 single family households
- Approximately 2,058 consumers
- Avg Household Income of \$84,677
- 15.7% resident \$100,000-149,999
- 17% of residents \$150,000+

## Levels of Participation

### Platinum Level

- Placement of ad and link to your website on the LVPCA homepage
- Provisions of a discount or incentive offered to LVCPA cardholders
- Option to sponsor one quarterly meeting, set up a table with materials and participate in social meet and greet.
- Two times per year Feature Article for Newsletter written by you showing expertise (edited and approved)
- One Featured Article about you or the business
- ½ page ad in Quarterly Newsletter
- Listing as a supporter in multiple electronic and mail communications with our community
- Business Membership in LVCPA

### Gold Level

- Placement of ad on LVPCA home page with company logo plus hot link to business website
- Provisions of a discount or incentive offered to LVCPA cardholders
- Option to sponsor (provide refreshments for) a quarterly meeting, set up a table with materials and participate in social meet and greet
- One Time per year Feature Article for Newsletter written by you showing expertise (edited and approved)
- ¼ page ad in Quarterly Newsletter
- Listing as a supporter in multiple electronic and mail communications with our community
- Business Membership in LVCPA

### Silver Level

- Placement of ad on LVPCA home page with company logo plus hot link to business website
- Provisions of a discount or incentive offered to LVCPA cardholders
- 1/8 (business card size) ad in our Quarterly Newsletter
- Listing as a supporter in multiple electronic and mail communications with our community
- Business Membership in LVCPA

## Program Details

Membership is valid from June 1 to May 31<sup>st</sup>  
All LVPCA members will receive a card to present to our Friends Business Program participants in order to qualify for the unique discount or benefits offered to LVPCA cardholders.

## Our Commitment

The LaVista Park Civic Association developed the Friends Program to strengthen community ties, increase patronage of local business, and to add value to the LVPCA membership. Our goal is for create synergy between local businesses and our members to make the community a better place to live shop and work.

## Opportunity

Being a Friend of LaVista Park allows your business the opportunity to:

- Advertise your business in our Quarterly Newsletters distributed to more than 650 homes and 2050 residents
- Give your business exposure through articles in the Newsletter that highlight your expertise and connection to the community
- Bring your business to the attention of the community through some 30 electronic communications and 3 physical mailings during the 3-month membership drive (must sign up by April 21)
- Reach our community at quarterly meetings

## Enrollment

PLATINUM LEVEL	\$750
GOLD LEVEL	\$500
SILVER LEVEL	\$250

If you wish to participate, checks should be made payable to the LaVista Park Civic Association and mailed to:

### Registrar

**LaVista Park Civic Association**  
**PO Box 244190**  
**Atlanta GA 30324-2404**

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LaVista Park Civic Association



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# Business Program

[www.LaVistaPark.org](http://www.LaVistaPark.org)