



# BUSINESS SPONSOR OPPORTUNITIES



## YOUR DOLLARS AT WORK ON LAKE LANIER

Business Sponsorship with the LLA goes well beyond knowing you are part of a group of concerned constituents who partner together to keep Lake Lanier Clean, Full, and Safe. Your generosity directly supports LLA's programs in measurable ways. Consider how the impact of your contribution completes the tasks supported by each donation level and you can clearly visualize the tangible impact of your support. This rate card represents benefits offered to sponsors in thanks to their support of LLA's work.

As a 501(c)(3) non-profit organization, Business Sponsors are vital to the success and impact of LLA's work. In fact, Business Sponsors make up 6% of LLA's annual revenue. See how your business can support LLA today!

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### CLEAN

Shore Sweep, Adopt-a-Lake Water Testing, Clean Lake Pledge and Mini-Cleanups



### FULL

Rip Rap, Erosion and Sedimentation Monitoring, and USACE Basin Management



### SAFE

Life Jacket Loaner Stations, Solar Lights, Channel Markers, and Education



### TOGETHER

Members, Sponsors, Local Authorities and Donors help make the LLA mission possible.

# MAKING THE MOST OF YOUR SPONSORSHIP

As an LLA Business Sponsor, you're given unique and special opportunities to connect with the LLA community and your stakeholders, including your employees and customers.

01.



**Engage with LLA Members and Donors at Events, including the *Annual Member Celebration*.** With over 500 attendees, your business can shine as a participating vendor.

02.



**Sponsoring a *monthly member giveaway* is an easy way** to get your business information directly in the hands of a potential customer.

03.



**Showcase your area of expertise by educating and providing resources** to LLA Members by hosting a *Lunch and Learn*.

04.



**LLA members are encouraged to consider supporting your businesses through social media, newsletters, and *Live on Lanier*.** Your business is promoted based on sponsorship level, please see our rate card for details.

## VAL PERRY BUSINESS SPONSOR OF THE YEAR AWARD

At the 2024 Annual Member Celebration, LLA presented the inaugural business sponsor of the year accolade named in honor of the beloved Val Perry, who passed away earlier in the year. Val served on the LLA Board of Directors from 1999 to 2016, first as Executive Vice-President under our Founder, Jackie Joseph, and later as President. He was the face and voice of the organization for most of that time and fulfilled his role eminently. You can learn more about the life and impact of Val Perry on the LLA website, [lakelanier.org/news/](http://lakelanier.org/news/).

The 2025 Business Sponsor of the Year Award was presented to Marine Specialties for their support and contribution to Shore Sweep and Project Armor (rip rap installation program). This award is presented annually at LLA's Annual Member Celebration each spring.



# YOUR SPONSORSHIP CAN BE A RIPPLE EFFECT WITH YOUR TEAM

Supporting LLA as a Business Sponsor is a great way to let your customers and prospects know that you support a Clean, Full, and Safe Lake Lanier.

01.



**Encouraging employees to double their donation to LLA** by utilizing corporate match means greater support for LLA's mission and on-lake programs.

02.



**Help LLA expand our member network and raise awareness to our cause** by showcasing the LLA mission to your customers. Realtors, boat dealers, and dock builders can offer complimentary LLA Memberships to your buyers.

03.



**Participate in volunteer opportunities and include your team in the cause.** Shore Sweep, LLA's annual shoreline cleanup, is a great team-building event to engage your whole team!

04.



**Highlight your support of LLA to your employees and customers** with window decals, pre-made email content, and LLA collateral on display at your business.



# YOUR DOLLARS AT WORK ON LAKE LANIER



**SPONSORING THE LLA DIRECTLY IMPACTS ON-LAKE PROGRAMS. YOUR SUPPORT MAKES A CLEAN, FULL, AND SAFE LAKE POSSIBLE.**

## GRANITE SPONSOR - \$500

- Helps provide 800 volunteers with necessary supplies to participate in Shore Sweep
- Provides funding for various on-lake initiatives, including E&S and ADDV activities



## GOLD SPONSOR - \$1,000

- Funding for 1 piece of Shore Sweep equipment rental for large debris removal
- Enables removal of 10 black floats from the lake
- Provides 800 Shore Sweep Volunteer t-shirts
- Provides funding for various other on-lake initiatives, including E&S and ADDV activities



## PEARL SPONSOR - \$2,000

- Helps fund custom removal and disposal of large lake debris
- Funds installation of 20 linear feet of rip rap erosion protection
- Supports one 'mini' lake shoreline clean-up project
- Supports replacement of 8 channel marker navigational aids
- Provides for one advance drop off site for large debris collected in advance of Shore Sweep



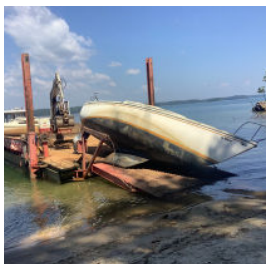
## SAPPHIRE SPONSOR - \$5,000

- Provides 10 Shore Sweep dumpsters
- Supports heavy equipment deployment to 5 Shore Sweep locations
- Provides funding for partial construction of 1 life jacket loaner station
- Helps produce and distribute safety education and outreach materials
- Supports 2 months of Solar Light maintenance
- Facilitates removal of one abandoned dock



## EMERALD SPONSOR - \$10,000

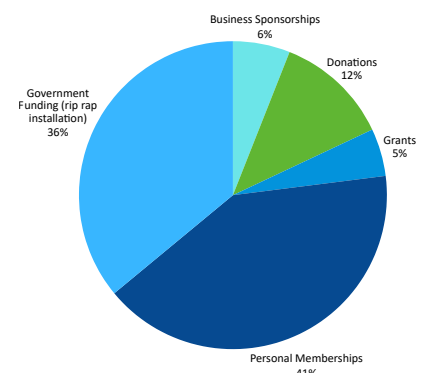
- Provides funding for complete construction of 1 life jacket loaner station
- Funds removal of one small derelict or abandoned boat
- Funds installation of 100 linear feet of rip rap erosion protection
- Provides all dumpsters necessary for Shore Sweep 'day of operations'



## DIAMOND SPONSOR - \$25,000

- Provides 1 year of Solar Light Maintenance for 300 solar lights on Lake Lanier
- Funds one trash trap device protecting Lake Lanier from trash entering the lake through a tributary
- Funds significant member education, podcasts and USACE/DNR partnership programs
- Sponsors full Shore Sweep program for 1 year
- Funds installation of 250 linear feet of rip rap erosion protection

**CORPORATE  
SPONSORS SUPPORT  
6% OF LLA'S ANNUAL  
REVENUE**





# 2026 Business Sponsor Rate Card

| Sponsorship Categories   | DIAMOND   | EMERALD   | SAPPHIRE   | PEARL  | GOLD      | GRANITE   |
|--|---|---|--|--|-----------|---|
|  | \$25,000  | \$10,000  | \$5,000  | \$2,000  | \$1,000   | \$500   |
| <b>Website Recognition</b><br>Featured on our website for the calendar year  | X   | X   | X  | X  | X         | X   |
| <b>LLA Business Sponsor Window Decals</b>  | X   | X   | X  | X  | X         | X   |
| <b>Lunch and Learn Sponsorship Opportunity</b><br>Sponsor a member-exclusive 'lunch and learn' by providing lunch and supporting materials for attendees.  | X   | X   | X  | X  | X         | X   |
| <b>Monthly Member Giveaways</b><br>Sponsor a member-exclusive giveaway by donating a good or service.  | X   | X   | X  | X  | X         | X   |
| <b>Annual Member Celebration (500+ Participants)</b><br>Commercial Display (10x10 w/ Table, Subject to availability)   | X   | X   | X  | X  | X         |   |
| <b>Annual Member Celebration Event Attendee Tickets</b><br>Tickets offered to guests of business sponsor and those working the Commercial Display. All attendees must RSVP with LLA.                         | 15  | 10  | 5  | Tickets only available for those working booth. Additional tickets available for purchase. |           | Invited to attend as guests, 2 Tickets (No Booth) |
| <b>Shore Sweep Event Sponsorship (1,000+ Participants)</b><br>Listed as Sponsor on T-Shirts and any other event collateral, including digital and print marketing materials.                                 | <b>Signature Sponsor: Premier Logo Placement &amp; Size</b> |   | Logo   | Logo   | Name Only |   |
| <b>Lakeside News Feature</b><br>Business featured in LLA Business Appreciation Ad (October)  | X   | X   | X  | X  |           |   |
| <b>LLA Social Media (10K+ Followers)</b><br>Thanked and Tagged on LLA Social Media   | X   | X   | X  | X  |           |   |
| <b>Live on Lanier' 30 Second Ad Placement (200+ Views)</b><br>Your business featured in a 30 sec advertisement in LLA's podcast/webinar series, 2x per year. Material must be provided to LLA for inclusion. | X   | X   | X  |  |           |   |
| <b>LLA Newsletter Feature (10K+ Contacts)</b><br>Completed Page(s) Must Be Provided By Business (once/year)  | Two Pages Article   | Two Pages Article                                 | One Page Article   |  |           |   |
| <b>Annual Member Celebration Event Sponsorship</b><br>Listed as Sponsor on signage and any other event collateral, including digital and print marketing materials.  | <b>Signature Sponsor: Premier Booth Location</b>            | Signature Sponsor available if no Diamond Sponsor | Signature Sponsor available if no Diamond or Emerald Sponsor |  |           |   |
| <b>Sponsorship Plaque</b>  | X   |   |  |  |           |   |
| <b>Sponsorship Benefits for 2 Consecutive Years with Full Payment in 2026</b>  | X   |   |  |  |           |   |

Add-on sponsorships available for food, beverage, guest speakers or as applicable. If you would like to sponsor a specific program or event. Please contact LLA directly for opportunities.

## VALUE IN KIND SPONSORSHIPS

Donated goods and services are vital to the success of the Lake Lanier Association and a great way to engage with the community in meaningful ways. In an effort to remain fair and impartial to all sponsors, the LLA requests that value in kind donations must be equal to, or exceed, monetary sponsorship levels in order to receive benefits associated with correlating sponsorship level. Documentation is required to show value of donated goods and services.

## BENEFITS OF CORPORATE SPONSORSHIPS FOR BUSINESSES



### Brand Awareness

Increase your business's brand awareness and connect with LLA members and donors.



### Financial Incentive

Leverage potential tax breaks and other financial incentives by supporting a 501c3 non-profit.



### Corporate Reputation

Boost your business's reputation with employees and consumers by supporting a local cause.



# IS YOUR BUSINESS READY TO JUMP IN TO A SPONSORSHIP WITH THE LLA?

As a 501(c)(3) non-profit organization, Business Sponsors are vital to the success and impact of the Lake Lanier Association's work. In fact, Business Sponsors make up 6% of LLA's annual revenue.

Secure your sponsorship with the Lake Lanier Association one of two ways...

## 01.

Complete payment online at [lakelanier.org](http://lakelanier.org) or scan the QR code.

## 02.

Mail a check to the LLA Office located at 821 Dawsonville Hwy, Suite 110, Gainesville, GA 30501



**THANK YOU FOR SUPPORTING A CLEAN, FULL, AND SAFE LAKE LANIER!**

## CONTACT US!

LET'S DISCUSS HOW A BUSINESS SPONSORSHIP CAN WORK FOR YOU

### PHONE:

(770) 744-4547

### EMAIL:

[lakeinfo@lakelanier.org](mailto:lakeinfo@lakelanier.org)

### ADDRESS:

Village Shoppes of Gainesville

821 Dawsonville Hwy, Suite 110  
Gainesville, Georgia 30501

*If you'd like to stop by the office, please make an appointment to ensure we don't miss you.*

### LLA's EIN:

58-1264797

