

# YLM Online Directory Sponsorship Fundraising Program



This unique fundraiser for organizations, schools or sports teams offers Business Sponsors exceptional value in online advertising while generating recurring revenue and awareness for local organizations, school or sports clubs!

Each participating organization, school or sports team is provided with its own online Sponsor Directory for their website. Sponsors' online listings are highlighted with the crest or distinctive icon of the group they have sponsored, on the group's Directory and all partner Directories across their Region.

## Fundraiser Options.

### Enhanced Sponsor Listing **\$399/yr:**

Sponsors support and promote their sponsored organization while getting exceptional value for online advertising. Enhanced Listings offer more information, visuals and other features and are enhanced on all YLM partner directories across their Region, highlighted with their sponsored organization's distinctive icon; all for one annual fee!

### Highlighted Sponsor Listing **\$50/yr:**

A Highlighted Listing is a basic listing with many features displaying the distinctive icon of the sponsored organization. This identifies the business as proud community Sponsor of their organization, school or sports club across their Region.

## Generate Recurring Revenue:

Fundraising revenue comes from selling, invoicing, collecting and supporting Highlighted and Enhanced Listings. Once the listings are sold, groups earn recurring annual revenue from renewal of current listing subscriptions.

## YLM Support for the Fundraising Program:

- YLM creates an online Sponsors' Directory to match the "look and feel" of the organization, school or sports team's website
- Highlighted or Enhanced Listings for each Sponsor
- Icons automatically displayed next to all Sponsor businesses' listings on all local partner Directories.
- Digital copies of marketing materials
- Training and support

## Your Directory has your branding

### Sponsor's Basic Listing

**Jonah Place Bed & Brea**

Jonah Place is a 4 star Canada Select rated Breakfast from a five choice menu choice

Street Address: 577 Main St, Sussex, NB E1E 2M7

Telephone: (506) 435-4600

Day	Open	Close
Monday	8:00 AM	12:00 AM
Tuesday	8:00 AM	12:00 AM
Wednesday	8:00 AM	12:00 AM
Thursday	8:00 AM	12:00 AM
Friday	8:00 AM	12:00 AM
Saturday	9:00 AM	12:00 AM
Sunday	9:00 AM	12:00 AM

### Sponsor's Enhanced Listing

**Lou Laventure Construction**

Laventure Construction is committed to the pursuit of excellence and aims to be a leader in the building industry providing comfortable, energy efficient, environmentally responsible, healthy housing.

Street Address: 577 Main St, Sussex, NB E1E 2M7

Telephone: (506) 435-4600

1884 Victorian Historic Charm & Comfort

## How the Fundraising Works:

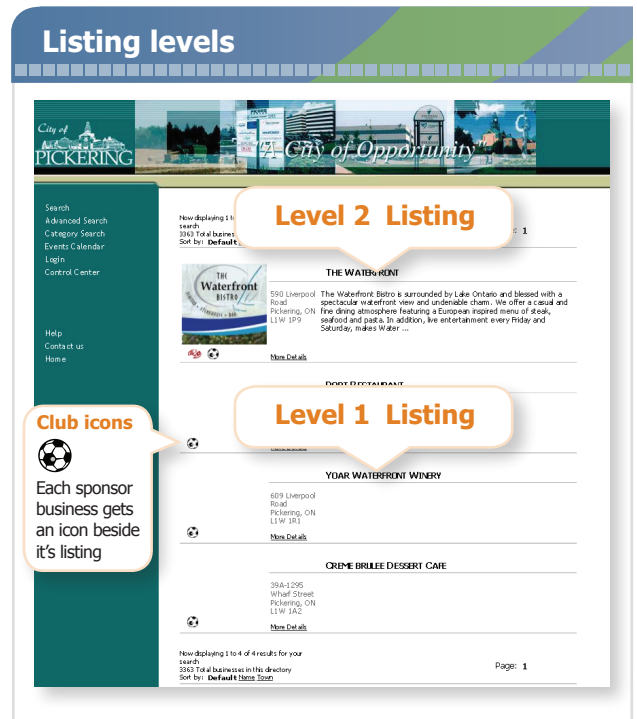
YLM invoices each organization, school or sports team quarterly for a percentage of their sales, based on the number of new and renewed Sponsors for that quarter and their listing level.

### Level 1: Highlighted Listings

Basic Listing with organization icon: YLM invoices \$25, and the group **earns \$25** for every new or renewed Sponsor listing.

### Level 2: Enhanced Listings

The highest profit margin – YLM invoices \$239, the group **earns \$160** for every new or renewed Sponsor listing.



Here's how quickly groups can earn:

	Selling Price	Fundraiser Share per Sponsor	Fundraiser Revenue: 10 Listings Sold	Fundraiser Revenue: 100 Listings Sold
Level 1: Basic Highlighted Listings	\$50	\$25	\$250 in new annual revenue plus renewals	\$2,500 in new revenue plus renewals
Level 2: Enhanced Listings	\$399	\$240	\$2,400 in new annual revenue plus renewals	\$24,000 in new revenue plus renewals

Within one month, groups can their online directory fundraiser service up and running, and start earning revenue for their organizations.

For more information, contact:

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or email [sofie@ylm.ca](mailto:sofie@ylm.ca)

## About YLM

YLM specializes in lead-edge online public business directory services for local government agencies, municipalities and participating local business associations such as Chambers of Commerce and Tourism Associations. Joint sponsorships of the directory create multiple opportunities to promote their communities and businesses online. More than 315,000 Canadian businesses are currently listed in YLM directories and can be found locally and through the major search engines. YLM enhanced listings help local businesses of all sizes in a community to create a compelling yet easy to manage web presence to help them boost their business.