



Lake Norman Official Community Map

Dear Chamber Member:

The Lake Norman Chamber of Commerce is pleased to be working with the cartographic and marketing firm of Town Square Publications to produce a new, up-to-date, full-color Lake Norman Street Map and Resource Guide. This publication will be the only official map endorsed and distributed by the Lake Norman Chamber of Commerce.

Accurate, user-friendly maps are a popular item for our thousands of visitors, newcomers to our area, potential commercial relocation candidates and even our lifelong residents.

There will be an opportunity for you to showcase your business by advertising in the Business and Professional Resource Guide of Members on the new map. This is a prime opportunity to promote your business to newcomers. According to a study from the National Association of Home Builders:

- o Roughly 40 million people move each year, meaning the average business needs to replace about 20% of its customer base that move away in any given year. (U.S. Census Bureau)
- o New homeowners spend more within 6 months than the average consumer spends in 3 years
- o New mover expenditures total more than \$150 billion annually
- o New movers are 5 times more likely to become your long term customers - if you reach them first.



The Resource Guide section will classify participating businesses by category, including a brief description of their products and/or services. Advertising space on the back cover and a limited number of interior display panel ads are also available. Participating advertisers will receive a complimentary supply of the folded maps.

Don't miss out on the unique member opportunity to reach potential buyers, new residents and new partners. Space is limited, and sponsorships are reasonable, especially considering more than **10,000** maps will be printed and available for the next 18-24 months as well as an on-line counterpart linked from the chamber's web site.

Act now by filling out the information below and email to marketing@tspubs.com. Remember, the limited space is allocated on a first-response basis. Town Square may be reached at 704-409-5788.

W.E. "Bill" Russell
President
Lake Norman Chamber of Commerce

**Don't Delay! Fill out this form and email to Lake Norman Chamber Map Project
~ marketing@tspubs.com ~**

YES, please call on us first about possible prime position options.

Yes, we would like to hear more. Please call to provide more information.

Print Firm Name: _____ Phone: _____

Contact Person: _____