



Las Olas Association 2018 Membership Application

Thank you very much for your interest in joining the Las Olas Association!!

The Las Olas Association enters its 56th year with a recognized level of leadership in the community for promoting and supporting the success of Las Olas based businesses, property owners, residents, faith based organizations, and world class events. When joined together, we are truly a force to behold!

As a self-governing group of active community leaders who see the value in working together to create a better boulevard, we are making an impact, building community, and helping our neighbors.

We are run by a volunteer board of directors and one employed "Executive Director" to keep the "business" running. In this new era of retail and hospitality, we look forward to expanding the reach of the Association and creating innovative events and community impacts together in 2018!

Las Olas Association Initiatives:

- **LasOlasBoulevard.com** is the official website of Las Olas Boulevard. The Association maintains the content & SEO boasting up to 4000 visitors per day during peak season.
- **Las Olas Boulevard and Isles Magazine** is a partnership between Fort Lauderdale Media Associates and the Las Olas Association (LOA) to provide published content relating to Boulevard news, happenings, businesses, restaurants, and events.
- **Annual Concierge Appreciation Event**— LOA hosts an annual event to engage and promote its members giving more than \$10,000 in prizes to South Florida Concierges.
- **LOA Social Media**— LOA maintains and purchases advertising on Facebook, Twitter, & Instagram with additional presence on Pinterest, You Tube, & LinkedIn.
- **LasOlasLocals.com**—Summertime Promotions targeting local residents with special events and incentives.
- **LOA Eblasts**— LOA Database of 7000 opt in emails inform our guests of upcoming events & news with an above avg. click rate of 20%
- **LOA Boulevard Décor**— ranging from year-round lighting to American Flags, LOA purchases & maintains elegant décor along East Las Olas
- **Registered Trademarks**— LOA holds the trademark for our lantern logo & Christmas on Las Olas
- **Official Las Olas Map & Guide**— LOA produces the most popular printed promotional map in South Florida.
- **Membership activities**— targeted membership meetings, workshops, mixers, and committee involvement creating opportunities to advertise, cross promote and expand business reach!
- **Government Relations**— LOA is your liaison for governmental relations and information on public policy affecting business operations, activities and overall success.

The Association is committed to promoting our beautiful boulevard year-round in a variety of ways including PR, advertising, events, and special campaigns.

General membership benefits include:

- Custom web page on LasOlasBoulevard.com (avg 20,000 new and returning users per month)
- Eblast opportunities - 7000+ opt in emails (**2 week lead time required, limit 6 per year**)
- Unlimited Social Media posts – est. reach of more than 175,000 daily
- LasOlasBoulevard.com homepage adzone banners with click thru link
- LOA Publicist Kevin Lane – press releases, additional media coverage
- Las Olas Map & Guide Listing with Advertising opportunity - 100,000 distribution
- Special Booth Opportunity for 56th Annual Christmas on Las Olas
- Inclusion in Networking mixers and marketing opportunities through LOA created events community partners.
- Las Olas Boulevard and Isles Magazine advertising discounts and inclusion

*Associate membership benefits include:

- Custom web page on LasOlasBoulevard.com (avg 20,000 new and returning users per month)
- Invites to networking mixers and special access to LOA opportunities and events.
- For businesses NOT located on E. Las Olas. Must be approved by Board of Directors as essential partners to Las Olas Boulevard Association members.

Las Olas Boulevard Association - PO Box 30013 Fort Lauderdale, FL 33303

www.lasolasboulevard.com

954-258-8382



Las Olas Association 2018 Membership Application

PLEASE FILL OUT THIS FORM AND EMAIL TO:

Info@lasolasboulevard.com

Or Mail to Address below

**Associate Members Application must be approved by Board of Directors*

Membership runs from Feb 1, 2018 – Jan 31, 2019 (no pro rating available)

General Membership \$400 _____

Associate Membership \$1000 _____

Business Name/Physical Address: _____

Date of Incorporation: _____ # of Years at current address _____

Primary Contact

Name/Title: _____

Email: _____ Phone: _____

Secondary Contact

Name/Title _____

Email: _____ Phone: _____

Preferred Contact Method: _____

Website: _____

Reason for joining: _____

Interested in serving on a Committee? Circle one or more

Marketing___ Membership___ Volunteers___ Christmas on Las Olas___ Special Events___

Your Primary Contact person will be the person responsible to communicate your business information with the LOA Executive Director, Amber VanBuren.



Important Membership Benefits Information

Website Details page: Please email requested copy or photos to Support@gatman.com and allow 5 business days for changes to go into effect. **Send under subject: LOA WEBSITE UPDATES**

Eblasts: All eblast requests need to be related to any event or promotion happening ON Las Olas Boulevard. Eblasts are applicable to paid LOA members ONLY. Please send images and or flyer with prepared copy to the Executive Director at least 2 weeks in advance. Limit 6 per year. **Send under subject: EBLAST REQUEST**

Las Olas Boulevard and Isle Magazine: The magazine is published by Fort Lauderdale Media Associates. You do not have to be a member to advertise in the magazine but LOA members receive special rates and opportunities. Please contact: publisher@ftlauderdalemedia.com or log onto <http://ftlauderdalemedia.com/> (this is a Bi-monthly publication with issues in Feb, Apr, Jun, Aug, Oct, Dec 2018)
7500+ COPIES TOTAL 6000+ COPIES VIA USPS DIRECT MAIL throughout the Las Olas Boulevard & Isles corridor + bonus Las Olas Association network distribution

Official Las Olas Map & Guide: Ads may be supplied by member or created at no additional cost to members. Please supply copy and hi-res images by May 30, 2018. Ad spaces sells out quickly. Please reserve your space as early as possible in **email sent under subject: MAP & GUIDE**.

- Business card size = \$550
- Half Panel Ads = \$1000
- Full Panel Ads = \$1500 (BEST VALUE)

Social Media Posts: These may be posted next day or same day depending on urgency and information supplied. Please send email to info@lasolasboulevard.com with subject: **LOA SOCIAL MEDIA REQUEST** (will be shared on facebook, twitter, and Instagram)

LOA Publicist Kevin Lane: Kevin writes column with a deadline of the 2nd week of each month. His coverage of Las Olas businesses is well respected and published in multiple newsletters and publications. If you are in need of a press release or have a release ready, please contact Kevin Lane at klane@gate.net (954) 536-3038.