



SUCCESS THROUGH SPONSORSHIPS

Sponsorships can create strong and mutually beneficial relationships between local businesses and their communities. Let's take a look at why sponsorships are a great way to solidify your local brand and outpace the competition:

Relationship Building

Sponsorships offer local businesses the opportunity to connect with the community through shared values and interests. These partnerships build trust and loyalty amongst customers, and the authentic connection they create is deeply desired in today's world. By associating with organizations and causes that share similar values and interests, you can transcend the competition and their traditional advertising efforts.

Social Responsibility

Local businesses play a key role in shaping their communities. There's no better way to show your support than by teaming up with other local businesses and organizations who are making a difference. There are so many ways to get involved, such as sponsoring a local publication, sports team, event, or charitable cause. Creating this shared social responsibility with the

community is a powerful way to connect with residents on a personal level while turning them into repeat customers.

Community Recognition

Sponsorships have been shown to boost recognition for local businesses. In fact, customers are eager to support businesses that are striving to make the community a better place. According to a 2022 report by the National Association of Local Businesses, sponsored businesses saw an average 25% increase in local brand recognition compared to those that did not participate in sponsorships.¹ Explore sponsorship opportunities and give your customers another reason to support your business – it'll pay off in a big way.

¹ <https://emulent.com/blog/local-sponsorships/>

TESTIMONIALS:

"Great service, friendly people. You DEFINITELY want to check them out!"

- Advertiser

"I just received the first copy and it's bright, new and refreshing compared to the two local papers we've been receiving since relocating here."

- Reader



Let's talk about our community and content sponsorship opportunities across Asheville and beyond:

Lisa Harris

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