



MEMORANDUM

TO: OUR MEMBERS
FROM: BUY NOW STEERING COMMITTEE
SUBJECT: BUY NOW CAMPAIGN
DATE: 8/27/2007

The Lee Building Industry Association (Lee BIA) is pleased to announce that we have been awarded a grant from the National Association of Homebuilders (NAHB) in the amount of \$40,000 to help kick start the housing market in Southwest Florida. In order to best utilize these funds, we have created a multi-pronged marketing, advertising and PR campaign. With the current conditions in the real estate market having had adverse affects on all businesses, this initiative offers a unique opportunity to provide a more positive outlook for our industry in general.

We have brought together representatives from the media who have committed to help support the message "*NOW IS THE TIME TO BUY*" by offering deep discounts, matching funds and free advertorials. In addition, we have their promise of positive editorial representation. Utilizing the monies from NAHB, raising matching funds, and with help of our media partners, we now have a campaign with a monetary value of \$500,000.

This comprehensive advertising campaign includes TV, newspaper, magazines, internet, billboards and radio, and will be scheduled to run October 25th through November 17th, 2007 and the entire month of February, 2008. In order to meet our goals and our upcoming deadlines, we ask our builders, developers, associate members and ANYONE affected by this economic downturn, to join us in our efforts to change the perception of the housing market. We ask that you review the attached investment opportunities and **no matter what commitment you make, we need your support.** Thank you.



Time to Buy Now Advertising, Marketing & PR Campaign

Investment Opportunities

Deadline is September 14, 2007

We would like to commit to the following investment level:

\$10,000 Investment

\$7,500 Investment

\$5,000 Investment

\$2,500 Investment

\$1,000 Investment

Buy Now Partner: _____
Other Investment Amount

Company Name: _____

Contact Person: _____

Email Address: _____

Website Address: _____

Street Address: _____

Phone: _____ Fax: _____

Method of Payment: Check # _____ VISA
 MasterCard American Express

Card#: _____ Exp. Date: _____

Name on Card _____

Lee Building Industry Association
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Time to Buy Now Advertising, Marketing & PR Campaign

\$10,000 Investment

- ◆ Featured on the "Buy Now" website with one (1) page promoting your company and a link to your website. **All leads generated from this website will be emailed to your company on a weekly basis.**
- ◆ Featured in all editorial and advertorial articles generated by our media partners to include News-Press, Naples Daily News, Gulfshore Life, Lee Magazine, Lee Living, Naples Illustrated, Bonita Living and Florida Weekly.
- ◆ One (1) Full page ad in the News-Press Tabloid to be distributed to full circulation during the month of February.
- ◆ 20% discount on all ads with the Naples Daily News.
- ◆ Enhanced listing on BIA website for one (1) year.
- ◆ One (1) full page ad in the Building Review - **distribution 1600.**
- ◆ One (1) sponsor generated article in the Building Review - **distribution 1600.**
- ◆ One (1) sponsor generated insert in the Building Review – 1,600 copies - **distribution 1600.**
- ◆ Buy Now Campaign Magnets – 10.
- ◆ Buy Now Campaign Stickers – 1000.
- ◆ Buy Now Campaign Posters – 5.
- ◆ Use of all Buy Now Campaign logos and creative materials.
- ◆ The chance to help us turn the Real Estate Market in SWFLA - Priceless.



Time to Buy Now Advertising, Marketing & PR Campaign

\$7,500 Investment

- ◆ Featured on the "Buy Now" website with one (1) page promoting your company and a link to your website.
- ◆ Featured in editorial and advertorial articles generated by our media partners to include News-Press, Naples Daily News, Gulfshore Life, Lee Magazine, Lee Living, Naples Illustrated, Bonita Living and Florida Weekly.
- ◆ One (1) Full page ad in the News-Press Tabloid to be distributed to full circulation during the month of February.
- ◆ 20% discount on all ads with the Naples Daily News.
- ◆ Enhanced listing on BIA website for one (1) year.
- ◆ One (1) full page ad in the Building Review - ***distribution 1600.***
- ◆ One (1) sponsor generated article in the Building Review - ***distribution 1600.***
- ◆ Buy Now Campaign Magnets – 7.
- ◆ Buy Now Campaign Stickers – 750.
- ◆ Buy Now Campaign Posters – 3.
- ◆ Use of all Buy Now Campaign logos and creative materials.
- ◆ The chance to help us turn the Real Estate Market in SWFLA - Priceless.



Time to Buy Now

Advertising, Marketing & PR Campaign

\$5,000 Investment

- ◆ Featured on the "Buy Now" website promoting your company and a link to your website.
- ◆ One (1) Half page ad in the News-Press Tabloid to be distributed to full circulation during the month of February.
- ◆ 20% discount on all ads with the Naples Daily News.
- ◆ Enhanced listing on BIA website for one (1) year.
- ◆ One (1) Half page ad in the Building Review - ***distribution 1600.***
- ◆ One (1) sponsor generated article in the Building Review - ***distribution 1600.***
- ◆ Buy Now Campaign Magnets – 5.
- ◆ Buy Now Campaign Stickers – 500.
- ◆ Buy Now Campaign Posters – 2.
- ◆ Use of all Buy Now Campaign logos and creative materials.
- ◆ The chance to help us turn the Real Estate Market in SWFLA - Priceless.



Time to Buy Now Advertising, Marketing & PR Campaign

\$2,500 Investment

- ◆ Featured on the "Buy Now" website promoting your company and a link to your website.
- ◆ One (1) Quarter page ad in the News-Press Tabloid to be distributed to full circulation during the month of February.
- ◆ 20% discount on all ads with the Naples Daily News.
- ◆ Enhanced listing on BIA website for one (1) year.
- ◆ One (1) Quarter page ad in the Building Review - ***distribution 1600.***
- ◆ Buy Now Campaign Magnets – 3.
- ◆ Buy Now Campaign Stickers – 250.
- ◆ Buy Now Campaign Poster – 1.
- ◆ Use of all Buy Now Campaign logos and creative materials.
- ◆ The chance to help us turn the Real Estate Market in SWFLA - Priceless.



Time to Buy Now Advertising, Marketing & PR Campaign

\$1,000 Investment

- ◆ Featured on the "Buy Now" website promoting your company and a link to your website.
- ◆ One (1) Quarter page ad in the News-Press Tabloid to be distributed to full circulation during the month of February.
- ◆ 20% discount on all ads with the Naples Daily News.
- ◆ Enhanced listing on BIA website for one (1) year.
- ◆ One (1) Eighth page ad in the Building Review - ***distribution 1600.***
- ◆ Buy Now Campaign Magnet – 1.
- ◆ Buy Now Campaign Stickers – 100.
- ◆ Buy Now Campaign Poster – 1.
- ◆ Use of all Buy Now Campaign logos and creative materials.
- ◆ The chance to help us turn the Real Estate Market in SWFLA - Priceless.

Buy Now Partner - < \$1,000 Investment

- ◆ Enhanced listing on BIA website for one (1) year.
- ◆ Buy Now Campaign Stickers – 500.
- ◆ The chance to help us turn the Real Estate Market in SWFLA - Priceless.