



Dear Business Owner,

The Village at Frisco Lakes Community Association, Inc., an active adult community for people age 55 and better, invites you to take advantage of the impressive advertising opportunities available to your company. Our community has 3,019 homes and approximately 5,000 residents. We have several avenues for advertising in our community including the following:

**Website.** The first option available to your business is to purchase advertising space on our community website ([www.friscolakes.net](http://www.friscolakes.net)). The Community Sponsors/Advertisers webpage is on the public side of the website, meaning that anyone who visits the website can view your business logo, contact information and description. See pages 2-4 in this packet for more information on advertising on our community website.

**Seminar Sponsorship.** This option provides your business with the ability to offer seminars to the Frisco Lakes residents and sponsor social events. We offer three levels of Seminar Sponsorship in a 12-month contract length. See pages 5-6 in this packet for more information on offering seminars.

**Event Sponsorship.** This option provides businesses with the opportunity to provide assistance to an event in return for promotional advantages. These sponsorships generally come in the form of a financial assistance with the purchase of supplies or offsetting event expenses. With several events per month, there are many opportunities for Event Sponsorship. See pages 7-8 in this packet for more information on event sponsorships.

**Community Magazine Advertising.** Another option available to your business is to purchase advertising space in our monthly *Frisco Lakes Lifestyle* magazine. The *Lifestyle* magazine is mailed to all 3,019 homes and is given to prospective buyers during the sales process. All advertising is handled by the publisher of the magazine, Community News Connection. If you are interested in advertising in the monthly *Lifestyle* magazine, please contact Community News Connection directly. See page 9 in this packet for their contact information as well as advertisement sizes and rates.

**Vendor Fairs and Health Expo.** The Association holds Vendor Fairs twice per year (spring and fall) and a Health Expo once per year (January). The purpose of these events is to provide an opportunity for Frisco Lakes residents and prospective buyers to meet vendors/practitioners from a variety of fields, get information about the products and services they offer, and ask questions. Information packets are emailed to all businesses that are interested in participating at least six weeks prior to the event.

Please take a moment to review the enclosed information, which provides more details about each option. Pages 10-12 provide additional guidelines for all advertising within Frisco Lakes. If you are interested in taking advantage of any of these opportunities for greater exposure within our community, please feel free to contact me at (972) 370-0404 or [pshields@ccmcnet.com](mailto:pshields@ccmcnet.com). I look forward to working with you.

Sincerely,

*Pam*

Pam Shields  
Lifestyle Director  
The Village at Frisco Lakes Community Association, Inc.

## Website Advertising

The following policies relate specifically to advertising on the community website. Please be sure to read all policies in this packet that relate to all advertising.

Advertisers are not permitted to have a username/password to the community website due to resident confidentiality. Residents who are also Advertisers are strictly prohibited from using the community directory or any other means available to them as a resident to market their business to other homeowners.

### Website Advertising Options

#### Twelve Month Premium Listing on Main Advertiser's Page \$400






The Advertiser's logo, business name, address and phone number will be placed on the Main Advertiser's Page. If you need assistance creating the ad, there will be a \$50 setup/design fee. All logos must be submitted electronically to Lam Bermeo, Communications Coordinator, at [lbermeo@ccmcnet.com](mailto:lbermeo@ccmcnet.com) in JPEG format and we will size it to fit in a 400 pixels x 400 pixels space. No flash files are permitted. Each business listing is a hyperlink that connects the viewer to the business's contact information or any external website, as determined by the Advertiser on the agreement.



# Website Advertising

## Twelve Month Basic Logo Listing in Business Directory Accordion \$100

The Advertiser's logo, business name, address and phone number will be placed in the A-Z Business Directory on the Advertiser's webpage in alphabetical order. A photo may be submitted in lieu of a logo. All logos must be submitted electronically to Lam Bermeo, Communications Coordinator, at [lbermeo@ccmcnet.com](mailto:lbermeo@ccmcnet.com) in JPEG format and we will size it to fit in a 100 pixels x 400 pixels space. No flash files are permitted. Each business listing is a hyperlink that connects the viewer to the business's contact information or any external website, as determined by the Advertiser on the agreement.

	<p>Amber Waves Real Estate Group @ KWDMN 2611 Cross Timbers, FLOWER MOUND TX 75028 Phone: 940-448-0289</p>	<a href="#">website</a>
	<p>Argyle Auto Care 125 W. Frenchtown Rd, Argyle TX 76226 Phone: 940-464-3131</p>	<a href="#">website</a>
	<p>Argyle Pediatrics 306 HWY 377 Suite H, Argyle TX 76226 Phone: 4694056638</p>	<a href="#">website</a>
	<p>Arnold Group, REMAX 3360 Long Prairie Rd, Suite 100, Flower Mound TX 75022 Phone: (972) 355-3530</p>	<a href="#">website</a>
	<p>AssistMe Preventive Home Maintenance 1030 Terrace Dr, Lantana TX 76226 Phone: 2142082952</p>	<a href="#">website</a>

If a change is required to the logo or link, the revised file or information should be submitted electronically or in writing to [lbermeo@ccmcnet.com](mailto:lbermeo@ccmcnet.com).

# Website Advertising Agreement 2023

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Phone: ( \_\_\_\_\_ ) \_\_\_\_\_ - \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

I, the Advertiser, have read and understand the Agreement Policies and agree to adhere to the procedures stated within.

**Signature:** \_\_\_\_\_

Please select **ONE** of the following options:

- Twelve Month Premium Listing on Main Advertiser's Page (\$400)
- Twelve Month Basic Logo Listing in Business Directory Accordion (\$100)

Please select **ONE** of the following options:

- I would prefer for my logo to link to my contact information/business description
- I would prefer for my logo to link to the following website: \_\_\_\_\_

Submit payment (cash or check made payable to **The Village at Frisco Lakes Community Association**) with this agreement to:

**The Village at Frisco Lakes Community Association**  
**ATTN: Pam Shields**  
**7277 Frisco Lakes Drive**  
**Frisco, Texas 75036**

**For Office Use Only**

**Final Price:** \$ \_\_\_\_\_ **Cash/Check #:** \_\_\_\_\_

**Payment Received:** Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_ **Staff Initials:** \_\_\_\_\_

**Confirmation Sent:** Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_ **Staff Initials:** \_\_\_\_\_

**Advertisement Run:**

**START:** Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_

**END:** Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_

## **Seminars and Sponsorship**

**The following policies relate specifically to offering seminars. Please be sure to read all policies in this packet that relate to all advertising.**

The number of seminar hours purchased and the ability to sponsor social events are separate entities. One portion cannot be exchanged for another portion of advertising. Any seminar hours not utilized before the agreement's expiration date will be forfeited. No seminars can be scheduled prior to the effective date of the agreement.

### **PARTICIPATION**

Participation in a seminar is limited to Frisco Lakes residents only. The Advertiser cannot invite non-residents to any seminar and the Advertiser cannot request or require residents to bring guests to any seminar.

### **REGISTRATION**

All seminar registrations must be processed by the Association at the Village Center front desk. Advertisers are not permitted to accept registrations for scheduled seminars directly from participants.

### **SEMINAR HOURS**

Seminar hours can be used for a variety of seminars, presentations or Q&A sessions. All seminar hours must be structured in an informational/educational manner. Advertisers are allowed to promote their business during seminar hours. Seminar hours can be used at one time or on separate occasions. It is the responsibility of the Advertiser to determine the subject of any seminar; however, the Association reserves the right to have final approval on what is offered. The Advertiser will determine the minimum and maximum number of participants they wish to address during the seminar. If a scheduled seminar does not meet the minimum number of participants, the Advertiser can reschedule the seminar. If the rescheduled seminar does not meet the minimum number of participants, the number of hours of the rescheduled seminar will count against the total number of seminar hours purchased by the Advertiser.

### **SCHEDULING**

All seminars must be scheduled through the Lifestyle Director so that an accurate record of seminar hours used can be maintained. All sponsorship opportunities must be arranged through the Lifestyle Director so that an accurate record can be maintained. Seminars cannot be scheduled before payment in full and a completed agreement are submitted. Seminars can only be scheduled during the current agreement period.

### **MARKETING**

For each scheduled seminar, one flyer is posted on the appropriate Association bulletin boards and on the TV monitors at the front desks in each of our three amenity centers. The Association will create a posting on the community Facebook page and will include the event on the weekly calendar which is a list of all activities scheduled in our amenity centers. The Association sends a weekly email to all residents as a reminder of the week's events and important notices. If the seminar is scheduled prior to the established *Lifestyle* magazine deadline, a notice will be included in the "Save the Date" section of the magazine the month prior to the event and included in the "Community Events" section the month of the event. Residents who are also Advertisers are strictly prohibited from using the community directory or any other means available to them as a resident to market their business to other homeowners.

# Seminar Sponsorship Agreement 2023

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

I, the Advertiser, have read and understand the Agreement Policies and agree to adhere to the procedures stated within.

**Signature:** \_\_\_\_\_

Please circle and initial next to the package you would like to purchase:

	12-month Agreement		
Seminar Hours	3	6	12
Price	\$1000.00	\$1500.00	\$2000.00

**RESIDENT DISCOUNT:** Businesses owned by a Frisco Lakes resident will receive 25% off the total price of any package. Please attach proof of employment with your signed agreement in order to receive the discount.

Submit payment (cash or check made your check payable to **The Village at Frisco Lakes Community Association**) with this agreement to:

**The Village at Frisco Lakes Community Association**  
**ATTN: Pam Shields**  
**7277 Frisco Lakes Drive**  
**Frisco, Texas 75036**

**For Office Use Only**

**Final Price:** \$ \_\_\_\_\_ **Cash/Check #:** \_\_\_\_\_

**Payment Received:** Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_ **Staff Initials:** \_\_\_\_\_

**Confirmation Sent:** Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_ **Staff Initials:** \_\_\_\_\_

**Advertisement Run:**

**START:** Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_

**END:** Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_

# Event Sponsorship Agreement 2023

**The following policies relate specifically to sponsoring Frisco Lakes events. Please be sure to read all policies in this packet that relate to all advertising.**

Events may only be sponsored by Advertisers with a current agreement with the Association. Businesses that do not have a current agreement with the Association cannot sponsor an event. Sponsorship opportunities are available on a first come, first serve basis. The Advertiser is responsible for selecting the nature of the social event that they wish to sponsor. The decision to purchase items (i.e. food, beverages, decorations, entertainment) for a social event is at the discretion of the Advertiser. The Association will not reimburse the Advertiser for any sponsorship items purchased. Please contact Pam Shields at [pshields@ccmcnet.com](mailto:pshields@ccmcnet.com) for a list of available event sponsorship opportunities and sponsorship amounts.

## **PARTICIPATION**

Participation in a sponsored event is limited to Frisco Lakes residents only. The Advertiser cannot invite non-residents to any sponsored event and the Advertiser cannot request or require residents to bring guests to any sponsored event.

## **USE OF VENDORS**

Advertisers must use vendors (i.e. caterers, entertainers) that meet or exceed the Association's commercial liability insurance requirements. A Certificate of Insurance must be provided to the Association prior to the event. The Association can provide more information about the minimum requirements or a list of pre-approved vendors to an Advertiser at the Advertiser's request.

The Advertiser will be recognized as the host in promotional material for the social event (see Marketing section below). By sponsoring a social event, the Advertiser can request to be present during the social event but the nature of the social event will determine if the request can be accommodated. Advertisers cannot pass out their business cards or informational flyers to the residents during a sponsored event. Advertisers are permitted to place business cards or informational flyers in a prominent place for the residents to pick up if they choose. Formal presentations and the promotion of the Advertiser's business during the social event are strictly prohibited. Social events should be viewed as a time to get to know the residents.

## **MARKETING**

For each sponsored social event, one flyer is posted on the appropriate Association bulletin boards and on the TV monitors at the front desks in each of our three amenity centers. The Association will create a posting on the community Facebook page and will include the event on the weekly calendar which is a list of all activities scheduled in our amenity centers. The Association sends a weekly email to all residents as a reminder of the week's events and important notices. If the sponsored event is scheduled prior to the established *Lifestyle* magazine deadline, a notice will be included in the "Save the Date" section of the magazine the month prior to the event and included in the "Community Events" section the month of the event. Residents who are also Advertisers are strictly prohibited from using the community directory or any other means available to them as a resident to market their business to other homeowners.

# Event Sponsorship Agreement 2023

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email Address: \_\_\_\_\_

I, the Advertiser, have read and understand the Agreement Policies and agree to adhere to the procedures stated within.

**Signature:** \_\_\_\_\_

Please fill in the date(s) and amount(s) of your sponsorship.

	Date(s)	Sponsorship Amount	Date(s) of Sponsorship
Monthly Bingo	Monthly		
Monthly Movie	Monthly		
Quarterly Trivia	Mar, Jun, Sept, Nov		
Grandparents Week	July		
BBQ, Boots, & Bling (Texas BBQ)	August		
Comedy Night	October		
Halloween Party	October		
Pet Costume Parade & Trunk or Treat	October		
New Year's Eve Gala	December		
<b>Total</b>			

Submit payment (cash or check made your check payable to **The Village at Frisco Lakes Community Association**) with this agreement to:

**The Village at Frisco Lakes Community Association**  
**ATTN: Pam Shields**  
**7277 Frisco Lakes Drive**  
**Frisco, Texas 75036**

**For Office Use Only**

**Final Price:** \$ \_\_\_\_\_ **Cash/Check #:** \_\_\_\_\_

**Payment Received:** Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_ **Staff Initials:** \_\_\_\_\_

**Confirmation Sent:** Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_ **Staff Initials:** \_\_\_\_\_





## Individual Community Advertising Information

Our deadline for advertisement submittals is the first day of each month with payment for the first and last month due upon ad order placement for new customers only. After the initial invoice we invoice monthly, and payment is due on or before the 5<sup>th</sup> day of the month prior to press date.

### FRISCO

Frisco Lakes-Frisco +55  
(3000+ Homes)

### GRAND PRAIRIE

Mira Lagos Messenger  
(2600 Homes)

### FAIRVIEW

\*Fairview Town News  
(9,000 Residents and growing)  
\*Includes Heritage Ranch!

## Rates Are Per Month Each Publication for 2023

**ALL FULL COLOR ADS!!!**

Magazine	**Premium Full Page	Full Page	Half Page	Quarter Page	Eighth Page
Contract Length	*Ad Dimension	Ad Dimension	Ad Dimension	Ad Dimension	Ad Dimension
	8.75" W x 11.25"H	8.75" W x 11.25"H	8.125" W x 5.10"H	3.98" W x 5.10"H	3.98" W x 2.50"H
1 Month	**\$1,250.00	\$975.00	\$610.00	\$430.00	\$280.00
3 Month	**\$1,150.00	\$875.00	\$560.00	\$380.00	\$250.00
6 Month	**\$1,050.00	\$800.00	\$525.00	\$350.00	\$225.00
12 Month	**\$ 975.00	\$750.00	\$500.00	\$320.00	\$200.00

\*\* Inside Back Cover or Back Cover - Paid Placements if Available

\* Frisco Lakes and Fairview Only – Back Page Dimensions 8.75" W x 9.125"H

- All ads printed in full color
- Deadline is the first day of each month
- Only One (1) business name/logo per ad is allowed
- Camera Ready Ads must be created in InDesign or Photoshop (PDF or jpeg only) in 300 dpi
- Contracts are for consecutive months only

## Community News Connection, Inc.

Email: [info@communitynewsconnection.com](mailto:info@communitynewsconnection.com)

Call Us for more information (972) 396-8855

## **PURPOSE/MISSION STATEMENT**

The Association provides the community website, seminars, Vendor Fair and *Frisco Lakes Lifestyle* magazine for informational purposes only. The primary mission is to create an unbiased communication link to the residents, build community awareness and inform Association members of community news. The Advertiser understands that the primary purpose of these tools is to provide useful and positive information of particular interest to community residents, to build community unity, and to help promote knowledge about a particular subject.

## **USE OF DEL WEBB OR FRISCO LAKES IN ADS**

Use of “Del Webb” or “Frisco Lakes” in any advertisement is strictly prohibited per Del Webb’s national marketing standards.

## **USE OF THIRD PARTY NAMES/MARKS/COPYRIGHTED MATERIALS IN ADS**

The Advertiser represents that the Advertiser has all rights, title, and interest in any advertising copy submitted for inclusion on the website, in the magazine and any marketing material for the seminars and the use by the Association of the ad will not violate any third party’s rights. Any claims made by Advertisers are strictly their own, and neither the Association, the Declarant nor the website host guarantees, endorses, promotes, or vouches for the quality of any of the products or services advertised on the website, during a seminar or Vendor Fair or in the magazine nor assumes any responsibility or liability for the statements made by the Advertiser.

## **RESERVATION OF RIGHTS**

The Association reserves, in its sole discretion, with or without any particular reason, the right to reject or cancel any advertising in its entirety or any portion of any advertising that is proposed or scheduled. The Advertiser is prohibited from including political, religious, or discriminatory material within their advertisements. In the event of rejection, the Advertiser must resubmit the proposal with the necessary modifications included. Failure to make the necessary changes will result in the Advertiser forfeiting the privilege to advertise. Any monies previously paid to and received by the Association with respect to the proposed advertisement will not be refunded to the Advertiser.

The Association reserves the right to reject advertising that is deemed to be in direct conflict with the lifestyle enhancement objectives of Del Webb. The Association will have sole control over the advertising, information and other content posted and displayed provided that no such listing, advertisement, information and/or other content may, directly or indirectly:

1. Tarnish or damage the image of Del Webb, Pulte, the Community and/or the Association.
2. Infringe, violate, disparage or dilute any Pulte trademark or service mark, violate any Pulte trademark or service mark policies or practices, or otherwise impair the validity or enforcement of any Pulte trademark or service mark; and/or
3. Conflict or be inconsistent with any existing exclusive or preferred marketing, product and/or service arrangement of Pulte and/or its Affiliates, or any lifestyle-enhancement philosophy of Pulte or the Homeowners Association.

## **LIMITS ON LIABILITY AND INDEMNIFICATION**

The Advertiser agrees to hold the Association and the Declarant harmless and indemnify them from claims or liability relating to any allegation that the advertisement infringes a third party's rights. In no event shall the Association or Declarant be liable in connection with this Agreement, regardless of the form of action or theory of recovery, for any: (a) indirect, special, exemplary, consequential, incidental, or punitive damages, even if the Association has been advised of the possibility of such damages; (b) lost profits, lost revenues, lost business expectancy, business interruption losses and/or benefit of the bargain damages; and/or (c) direct damages in an amount in excess of the amounts paid to the Association under this agreement during the twelve (12) month prior immediately preceding or following the event giving rise to the claim.

## **NO ACQUIESCENCE OR WAIVER**

The Advertiser understands and agrees that acceptance of any particular advertisement for publication does not constitute acquiescence in or a waiver of any rights of the publication or of any affiliated entities to object to any aspect of the advertisement.

## **OPINIONS**

The Advertiser is requested to avoid opinions and to stick with objective facts in its advertisements. In any event, any opinions included in any advertisement are not necessarily those of the Association, but are instead those of the Advertiser.

## **RATES**

The rates listed in this information packet are one-time fees. The Association will not prorate any pricing for a reduced or extended price or term. Rates charged for advertising are subject to change without notice. If the rates for new Advertisers change during the term of an existing agreement, this will not affect the rates charged to the Advertiser through the end of their agreement term. If the Advertiser wishes to discontinue their ad prior to the agreement's expiration, the Advertiser will not be refunded any percentage of the agreement price.

## **PAYMENT**

Agreements must be paid in full prior to the posting of any advertisement. Payment must be made by cash or check only. Checks should be made payable to "The Village at Frisco Lakes". The Association will not run any advertisement without payment. If payment or any of the necessary documents are not received, the items received will be kept on file for one year in the event that the Advertiser submits payment or the missing documents.

## **ADDITIONAL FEES**

Any additional fees incurred by the Association on behalf of the Advertiser will be passed along to the Advertiser, including but not limited to copies, faxes, repairs for damages, refreshments, supplies, administrative services, etc. The Association will make copies and send faxes for the Advertiser for a fee as established by the Association's Board of Directors. Payment for these services is expected at the time services are rendered.

## **RENEWAL**

The Association will contact the Advertiser at least 60 days prior to their agreement's expiration date to remind the Advertiser of the upcoming agreement expiration. All modifications to the agreement policies including changes in pricing are effective for all agreement renewals.

**CONFIRMATION**

The Association requests five (5) business days from the date that payment in full and all necessary documents are received to process a submitted agreement. The Advertiser will receive confirmation electronically or in writing from the Association denoting the effective date and expiration date of the agreement in addition to a reminder of the contract length and what the purchased agreement includes. Agreements are effective the date of confirmation.

**TRANSFER**

Once an Advertiser has entered into an agreement with the Association, the Advertiser cannot transfer their agreement to another business name or apply the remainder of the agreement to another business' agreement.

**PERSONAL INFORMATION**

The Association cannot distribute resident's personal information (including but not limited to name, phone number, mailing address, and email address) for any reason. The resident must elect to provide this information at his/her own discretion to the Advertiser. The resident can elect not to provide this information to the Advertiser, despite the Advertiser's request.

**DISCLAIMER**

The Frisco Lakes Community Association reserves the right to modify or amend the policies and rates stated herein at any time. Extenuating circumstances that arise outside of these set guidelines are handled on a case-by-case basis.