



Lyndale Neighborhood Association

3537 Nicollet Avenue South

Minneapolis, MN 55408

Phone: (612) 824-9402

Fax: (612) 824-6828

December 2009

Dear Neighborhood Business,

We are writing to ask your business to be a 2010 Lyndale Neighborhood Association (LNA) sponsor. LNA is proud to offer a business sponsorship program that builds connections between neighborhood residents and local businesses. By sponsoring the Lyndale Neighborhood Association your business will be demonstrating its commitment to building a safe, vibrant, and sustainable community to Lyndale's 8,000 plus community members.

LNA is committed to building deep, long-lasting connections between Lyndale residents and neighborhood businesses. This past year we were honored to be the first neighborhood organization to receive the Lake Street Council's Community Partner Award for our work with and on behalf of our neighborhood businesses.

To help foster connections between neighborhood businesses LNA started the Lyndale Neighborhood Business Association in 2009. As we approach the end of our first year, we are proud that over 50 businesses have participated in this year's activities and that we are now recognized by the City as the neighborhood's official business association.

If your business values building connections with other local businesses and residents we encourage you to become both a 2010 LNA Business Sponsor and to be active in the Lyndale Neighborhood Business Association. By becoming a sponsor your business will be front and center every month as a supporter of the neighborhood in the Lyndale Neighborhood News, which is mailed to about 4,000 residences each month, and the Lyndale E-News which is regularly emailed to almost 700 people.

LNA's business sponsorship program is critical to ensure Lyndale has the resources to continue improving the neighborhood's economic climate, providing free membership for all businesses in the Lyndale Neighborhood Business Association, and building strong connections between Lyndale's businesses and residents.

In today's market your business has numerous marketing choices. As a business in the Lyndale Neighborhood, your demonstrated investment in the community is seen by thousands of community members each month as a sign of your commitment to help build a strong connected community.

Enclosed is information detailing the different sponsorship levels and benefits as well as a sponsorship agreement form. Please let us know if you would like to schedule a time to sit down and talk about the 2010 LNA Business Sponsorship Program or any other ideas you have about the neighborhood. Mark can be reached at (612) 824-9402 ext. 16 or mark@lyndale.org.

We appreciate your consideration of this program and your commitment to the neighborhood.

Sincerely,

Holly Reckel
President

Mark Hinds
Executive Director