



Local Business Alliance

The CRCO Local Business Alliance (LBA) is a collaborative effort between like-minded small business owners in Castle Rock. Our mission is to empower local businesses through marketing, education, public outreach and advocacy.

As a LBA member, you're making the first step to strengthen the economic vitality of the small community in Castle Rock.

MEMBERSHIP BENEFITS

- Monthly LBA Coffee Coloration with LBA Members
- Lunch & Learn – Professional Development with topics ranging from profitability, social media, SEO and beyond.
- Social Media Visibility – Social Media Features on CRCO & LBA Facebook Pages
- Social Media Advertising on Castle Rock Talk, Castle Rock Food & Drink, Castle Rock Home Improvement, Castle Rock Jobs, CRCO – B/S/T (1 post per week per group)
- Collaboration with area partners and non-profits
- Contribution to keeping local business alive, well and moving forward!

BRONZE MEMBERSHIP - \$200/YR.

- All General Membership Benefits Plus...
- Discounts on Marketing & Advertising Through Local Business Partnerships.
- Feature/Write-up on CastleRockCO.com (1 per year)
- Complimentary Bronze Business Listing on <http://business.castlerockco.com>

SILVER MEMBERSHIP - \$500/YR.

- All General & Bronze Membership Benefits Plus...
- Complimentary Silver Business Listing on <http://business.castlerockco.com>
- 1 free featured post on CRCO (facebook.com/coloradocastlerock) per quarter that can be used to promote special, sale, event etc.

GOLD MEMBERSHIP - \$1,000/YR

- All General, Bronze and Silver Membership Benefits Plus...
- Complimentary Gold Listing on <http://business.castlerockco.com>
- Banner / Display Sidebar Ad (Unlimited Impressions) on CastleRockCO.com
- 1 Featured Small Business Saturday Per Year on CRCO/LBA FB Groups.



PLATINUM MEMBERSHIP - \$2,500/YR

- All General, Bronze, Silver, Gold Benefits Plus
- 1 X Featured Advertorial on CastleRockCO.com
- 2 X Press Releases Per Year for Event, Special Promotions etc.
- 1 X Feature on LBA FB Page per Month.
- 1 X Leaderboard Display Ad (Unlimited Impressions) on CastleRockCO.com

AMBASSADOR MEMBER - \$3,500/YR

- All General, Bronze, Silver, Gold, Platinum Benefits Plus
- Logo Featured on all CRCO / LBA Promoted Event Media
- Logo Featured on CRCO / LBA Premier Live-Streams (i.e. Starlighting etc)
- 3 Special Features on CRCO FB Page Monthly (special events, specials, promos etc)
- 3 PR Features on CastleRockCO.com Monthly (special events, specials, promos etc)
- Increased Display Visibility – Leaderboard Display Ad on CastleRockCO.com