



Partnership Opportunities for Lake-Friendly Living Service Providers NH LAKES LakeSmart Program

Only with YOUR help will the health of New Hampshire's lakes be restored and preserved, now and in the future. The health of our lakes, and our enjoyment of these irreplaceable natural resources, is degrading before our eyes! Polluted runoff water from the landscape is washing into our lakes, causing toxic bacteria blooms that make swimming in lakes unsafe. Failing septic systems leaching into groundwater and animal waste washed off the land are contributing bacteria to our lakes that can make people and pets who swim in the water sick. Toxic products used in the home, on lawns, and on roadways and driveways are also reaching our lakes, poisoning the water in some areas to the point where fish and other aquatic life cannot survive. NH LAKES has found most property owners don't know how their actions affect the health of lakes. We've also found that property owners want to do the right thing to help keep the lakes they enjoy clean and healthy and that they often need help of professional service providers like YOU!

What is LakeSmart? LakeSmart is an education, evaluation, and recognition program that inspires property owners to live in a lake-friendly way, keeping our lakes clean and healthy. The program is free, voluntary, and non-regulatory. Through a confidential evaluation process, property owners receive tailored recommendations about how to implement year-round lake-friendly living practices in their home, on their property, and along and on the lake. Property owners have access to a directory of lake-friendly living service providers to help them adopt practices. Property owners scoring high through the evaluation are recognized in their community as being 'LakeSmart,' inspiring friends and neighbors to become LakeSmart, too! Since 2019, nearly 800 property owners from 130 lake communities have participated in the program.



By partnering together, we will create cultural norm of lake-friendly living throughout New Hampshire, ensuring are clean and healthy, now and in the future. NH LAKES is the only statewide, publicly-supported nonprofit organization working to make lake-friendly living the norm in New Hampshire. We need the help of lake-friendly living service providers like YOU to do this critical work! Lake-friendly living is good for business—and for New Hampshire's residents, visitors, and the environment.

What your participation will do for YOU! Your participation as a LakeSmart service provider partner will demonstrate to NH LAKES' supporters and program participants and the public that your organization understands the value of clean and healthy lakes to our environment, our personal well-being, and our communities and economy. Your participation will help keep our lakes healthy and enjoyable for our use today, and for future generations. And, your participation will increase your brand recognition, drive potential customers to you, and result in additional clients and increased sales for your team.

Here's how the LakeSmart Service Provider Partner program works: This program offers a tiered-menu of opportunities for service providers. Participation is based on geographic region and type of services provided. Service providers interested in being a partner in more than one category and/or in more than one region are offered an overall 10% discount. Participation in each tier is limited. (In 2023, an option for a 3-year commitment, at an overall 10% discount, is offered.) At renewal periods, participating partners have the right of first refusal to continue to participate at their current level and rights of second refusal to participate at a higher or lower level.

Service Provider Categories:

- Drinking Water & Wastewater Service Providers
- Banking & Lending & Estate Planning Institutions
- Architects & General Contractors & Homebuilders
- Landscaping Service Providers & Suppliers
- Marine Contractors & Marine Sales
- Realtors & Property Rental Agencies

If you aren't sure what category makes the most sense for your business, or you would like to be a partner but don't see a category that describes your services, contact us! Categories may be added or separated.

Service Provider Regions:

- White Mountains/Great North Woods
- Dartmouth-Lake Sunapee Region
- Lakes Region
- Monadnock Region
- Merrimack Valley/Seacoast Region

If you aren't sure which region(s) you serve, see attached listing of towns in each region. As the program grows, regions that have been combined may be separated.

Eligibility Requirements: To be eligible for the LakeSmart Service Provider Partner program, at a minimum, partners are expected to participate in an annual LakeSmart orientation provided by NH LAKES (approximately 1 hour). Partners must also self-certify they understand how environmental regulations apply to the services they provide. In addition, service providers offering certain services are required to maintain relevant memberships/certifications and/or have received specialized training, as follows:

- **Wastewater Service Providers:** Membership in the Granite State Onsite Wastewater Association; Current New Hampshire Licensed Septic System Evaluator
- **Architects & General Contractors & Homebuilders:** Membership in the New Hampshire HomeBuilders Association
- **Landscaping Service Providers:** Trained in Ecological Landscaping for Water Quality Protection (through UNH Cooperative Extension); Current certification as a NH Landscape Professional
- **Providers that offer snow removal services:** Current certification as a New Hampshire Department of Environmental Services Salt Applicator (through the Green SnowPro Program)

Partner Expectations: As a LakeSmart Service Provider Partner, you are expected to:

- Promote the LakeSmart program and your participation on your website and social media channels.
- Promote the LakeSmart program with your clients and encourage their participation.
- Provide one LakeSmart guidebook to each of your clients at the point of sale.
- Periodically, assist NH LAKES in developing/hosting LakeSmart workshops and demonstrations.
- Commit to a clean & healthy lakes pledge for executing your work and serving your clients.

For more information: Visit nhlakes.org/lakesmart or contact Andrea LaMoreaux, NH LAKES President, at (603) 226-0299 or alamoreaux@nhlakes.org.

To apply: Fill out the online application – [click here](#).

Service Provider Partnership Opportunities NH LAKES 2023 LakeSmart Program

LakeSmart service provider partnership opportunities begin at the \$500 level and all levels include the following benefits:

- Listing in the “LakeSmart Find a Lake-Friendly Service Provider” online directory and - online directory linked to every issue of *Shorelines* (our monthly digital newsletter which reaches 5,000+ individuals)
- Listing in the annual LakeSmart “Thank You Ad”
- Access to the LakeSmart logo for posting on your company website
- A “LakeSmart Lake-Friendly Living Service Provider” sign for display
- A total of two dedicated social media posts on NH LAKES social media channels. NH LAKES communicates to over 9,000+ Facebook followers, 1,200+ Instagram followers, and 2,000+ Twitter followers.
- One NH LAKES Standard Business Partnership (\$250 value)



Additional LakeSmart service provider partnership opportunities & benefits:

Bald Eagle Partner - \$5,000 annually *(limited to one service provider per category, per region)*

- Your business featured at a LakeSmart press event
- Recognition in all LakeSmart press releases
- Logo included in the annual LakeSmart “Thank You Ad”
- Option to be featured in our virtual Lake-Friendly Living Showcase Tour
- Recognition in one issue of *Shorelines*, our monthly digital newsletter which reaches 4,000+ people

Lake Trout Partner - \$2,500 annually *(limited to two service providers per category, per region)*

- Option to be featured in our virtual Lake-Friendly Living Showcase Tour
- Recognition in one issue of *Shorelines*, our monthly digital newsletter which reaches 4,000+ people

Macroinvertebrate Partner - \$1,000 annually *(limited to three service providers per category, per region)*

- Recognition in one issue of *Shorelines*, our monthly digital newsletter which reaches 4,000+ individuals

Zooplankton Partner - \$500 annually *(limited to five service providers per provider category, per region)*

- Refer to the top of this page for benefits that start with this level and are included in all higher levels.

Special Opportunities for Dedicated Partners!

Service providers interested in being a partner in more than one category and/or in more than one region are offered an overall 10% discount. And, in 2023, an option for a 3-year commitment, at an overall 10% discount, is offered (pro-rated payments can be made annually). At renewal periods, participating partners have the right of first refusal to continue to participate at their current level and rights of second refusal to participate at a higher or lower level.

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LakeSmart Service Provider Areas

