



## The Westboro Tennis and Swim Club

### Quick Links

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Greetings!

The Westboro Tennis & Swim Club and Shrewsbury Health and Racquet Club are looking for members that own their own business! As an added benefit to our self-employed members, we are in the process of creating a web page on our web site that will provide web links and contact information for you!

If you own your own business, please email us the following:

- Your name
- Your Business Name
- A one sentence description of your business
- Your web site and direct contact email address
- Your other business contact information, including address and telephone number
- Any discount you are willing to extend to Club members

Please do not email us image files or logos.

In order to be listed on our web site, you must:

1. Be a current member of either Shrewsbury or Westboro, and maintain your membership during your listing.
2. Be an owner or principal in a business

We request:

1. That you provide an offer to current members that encourages them to use your business.
2. That you provide a reciprocal link on your web site if you have a web site.

Some other restrictions may apply and we reserve the right to not place an advertisement for any reason. Please submit your information only once. Development of this page will take a few weeks, we will notify all submitters when we bring the page(s) online. Please read below for more details before you submit your advertisement information.

Email us at: [thewestboroughclub@verizon.net](mailto:thewestboroughclub@verizon.net)

### Frequently Asked Questions

Why are we doing this?

As an additional service to members who own their own business. As a listed link on our site, it will improve web traffic to your site and hopefully make more of our members aware of your business.

What do we suggest as an advertisement?

The concept behind this page is to introduce members to members who own businesses in a way to strengthen our Westboro Tennis and Swim Club community. In that concept, it would be great if business owners were to offer their membership peers a special or discount.

Do I have to be an owner?

Yes. We cannot list all businesses where all of our members work. You must be an owner or part owner of the business you are listing. An exception to this would be a licensed professional working in a group setting, such as a physician, real estate broker, etc.

How will the page be organized?

Its organization will in part depend on the submissions. Right now, we anticipate organizing it by category. We will also organize it giving priority (i.e., higher and more prominent placement) to businesses that promise discounts or preferred treatment to fellow members (i.e., a discount or special available only to Westboro Tennis and Swim Club or Shrewsbury Health and Racquet Club members). We will also give priority placement to our own business partners (i.e., company's that we do business with that are member owned).

What other advertising opportunities will be available?

We are looking at the possibility of offering sponsorship opportunities to member owned businesses that would include one or more of the following: placement in our email updates (see sponsor title block example in left margin); placement on our seasonal brochures; placement on other club literature; placement in our new-member welcome packages.

What else do we ask?

We would also ask that if your business has a web site, to please provide a link to one or both of our web sites.

What else will the page include?

We will also be looking for feedback from members. If a member has a good experience or bad experience, there will be a request that they provide comments on their experience with the business.

What else should you know?

You can remove your listing at any time. The Club will not provide its own opinion or editorial on the business and the web page will clearly indicate that we do not endorse the products - unless we specifically use the product and service in which case we may list the business as a 'business partner.' The web page will inevitably evolve. We have no idea what the response will be- but since our web site already receives on average over 5000 hits per month, this page should provide good exposure to our local businesses.

Email us at: [thewestboroughclub@verizon.net](mailto:thewestboroughclub@verizon.net) with your info and check our site over the next couple of weeks for your business information. Thanks!

The Westboro Tennis and Swim Club

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