



**UKNIGHT MARKET CENTER - FACT SHEET**

**General Background:** The purpose of the UKnight Market Center is to extend the fraternal relationships shared by brother Knights to the marketplace, and to use the power of the market center to provide financial support for our council. Go to this site to see some of the Business Categories already there in the wider 100 mile area (some from VA so far but none from our area) listed on the webpage @

<http://kofcknights.org/CouncilSite/market.asp?CNO=11106>

The Market Center is a business directory for member-owned and member-recommended businesses. Through the Market Center, they can advertise their products and services on our council’s website -- just as they may already be doing in our parish bulletin. *The difference is that the Market Center gives them constant, widespread visibility to everyone in the community -and beyond.*

Note that the Market Center is completely open to the public. Anyone with an Internet connection can access the Market Center, Knight or not. Sponsor ads appear not only in the Market Center on our council’s website but in every UKnight Market Center in a 100-mile radius – including all state and chapter websites on the UKnight platform. **And the best part of it is that that’s the new UKnight Mobile website (KofCMobile.org) gives Market Center advertisers nationwide visibility. By logging onto the mobile site, smartphone users can quickly locate any Market Center advertiser within 25 miles of the phone’s location, no matter where they are. Imagine you or a brother knights being on vacation and being able to find an auto repair service or restaurant owned by a brother Knight!**

**How does this help raise funds for our Council?:** All of the businesses listed provide financial support to the council that recruited them to do an Ad - the sponsor fees are shared by the council and UKnight Interactive website. **Fifty percent of the income from every ad goes to the council that sells it.** UKnight retains the balance for the ongoing support and development of its K of C-related services.

This UKnight Market Center contains information relating to business listings. This information has been posted by third parties (independent advertisers). The directions for how to post ads and for sponsors on how to create them are all on website itself. It is provided solely as a convenience to the users of this website. Note that the Knights of Columbus and/or UKnight Interactive **do not** endorse, support, represent or guarantee the truthfulness, accuracy or reliability of any information posted or provided in the business listings. The users of this website acknowledge that any reliance on material relating to such business listings will be at user's own risk. However ads are reviewed for appropriateness in light of our Catholic and Fraternal values.

If you have questions, please contact your Council’s Market Center Coordinator. (Currently either listed on website as our Grand Knight Bill Legato [wmllegato@verizon.net](mailto:wmllegato@verizon.net) but Chancellor Harry J. Dudley [ddredudley@gmail.com](mailto:ddredudley@gmail.com) or our Financial Secretary – Alan Cecilio at [alancecilio@verizon.net](mailto:alancecilio@verizon.net) may also help you.

**What are the description for the different ad sponsor levels available?**

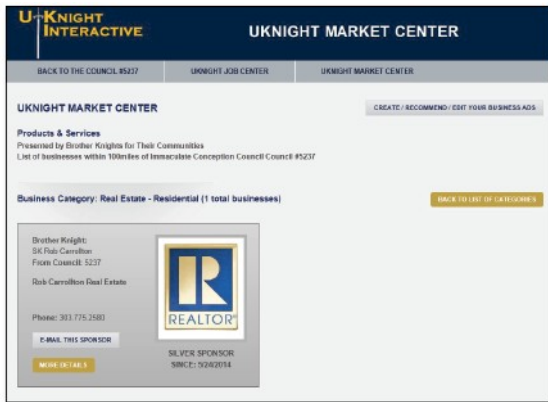
- ✓ **BRONZE SPONSOR** - Reserved for Knights and Special Programs: **Contribute \$100** per year for the placement of a Business Card ad. The ad will show on our Council Market Center, on the UKnight Market Center, and also on the GPS linked Market Center Smartphone tool. A Dynamic Web Page is not included, and ad changes can only be made by the Knight placing the Ad.
- ✓ **SILVER SPONSOR:** **Contribute \$300** per year for placement in the Silver Sponsor Section with the sponsors own dynamic web page. Featured on the top of our Council's home page. Post a business description, videos, photos, logos, maps, directions, PDF documents (e.g., lunch and dinner menus or professionally produced documents & brochures) while supporting our Knights of Columbus Council.
- ✓ **GOLD SPONSOR:** **Contribute \$500** per year for a Full Sized Placement in the second, Gold Section with your own dynamic web page. Featured on the top of our Council's home page.

GOLD SPONSOR CONTINUED.....Post a business description, videos, photos, logos, maps, directions, PDF documents (e.g., lunch and dinner menus or professionally produced documents & brochures) and provide solid support for our Knights of Columbus Council.

- ✓ **PLATINUM SPONSOR:** Contribute \$1,000 per year for a double sized Platinum Placement in the Premier top section with your own dynamic web page. Featured on the top of our Council's home page. Post a business description, videos, photos, logos, maps, directions, PDF documents (e.g., lunch and dinner menus or professionally produced documents & brochures) and show our community the significant commitment you have made to support our Knights of Columbus Council.

**What do advertisers get for their support?:**

An example Silver Sponsor Level ad is shown below.



A Silver Sponsor Level ad is shown on the UKnight Market Center Category page. The “MORE DETAILS” button at the bottom of the ad, when clicked, pops up a window displaying the full webpage ad (right) that the advertiser creates with the easy-to-use ad builder tool.

**And Remember – as we already noted above the UKnight Mobile website (KofCMobile.org) gives Market Center advertisers nationwide visibility. By logging on to this site, smartphone users can quickly locate any Market Center advertiser within 25 miles of the phone’s location, no matter where they are. No businesses are in our current 25 mile radius area so we have much we can do – as the first MD council to do this.**

**Who can advertise in the Market Center?**

Almost any business that is either owned by a brother Knight or recommended by a Knight can advertise. Our natural market would include:

- Our own members and their businesses,
- Friends and family of our council members,
- Businesses and professionals with a history of sponsoring our council events,
- Businesses and professionals already advertising in the St. John the Baptist parish bulletin.

