



## Shasta Lakeshore Retreat Compensation Program for Advertising/Exposure Partners

As the leading vacation rental providers in the Shasta Lake area, we're committed to expanding our offerings and enhancing the experiences of our guests year after year. Our success stems from a growing list of returning guests and our dedication to proactive marketing and management of exceptional retreats.

To ensure continued growth and success, we invest significantly in targeted marketing strategies tailored to each unique property in our Shasta Lakeshore Retreat collection. While we allocate considerable resources to these efforts, we refrain from traditional methods like space ads or broad social media exposure due to their unpredictable returns on investment. Instead, we offer a flexible program that empowers our partners to promote our homes according to their preferences, with a compensation structure designed to incentivize success.

In this spirit of collaboration, our program invests up to 15% of the overall net booking revenue with our partners and new guests. This investment can be divided between a discount for the target guest to encourage bookings and a commission for you as our valued partner. For example, you may offer guests a 10% discount and receive a 5% commission or adjust the mix to offer a 5% discount and earn a 10% commission. Your commission can be paid by check or applied as credit toward a future stay at any of our homes, providing flexibility and value.

Central to this promotion is the use of a unique promo code provided by us. This code ensures that guests receive their discount when booking through our website, while also attributing the booking to you as the driving force behind their decision. Whether you have unsold advertising space, social media posts, a website, or other avenues to promote our homes, this program offers an opportunity to generate income while showcasing the beauty of Shasta Lake.





We are also available to provide photos or create marketing content for you at no cost. Just provide us the specifics, and we will create. Your actual code will be unique and not the same as these examples we have posted. We recommend a code name that is clearly associated with your brand.

We understand that this opportunity may not be suitable for everyone, but for those interested in driving business

to our exceptional properties, it presents a mutually beneficial arrangement. If you're intrigued by the prospect of earning commission while promoting our homes, please let us know, and we'll be happy to provide additional information and get you started on this exciting journey.

Thank you for considering partnership with us at Shasta Lakeshore Retreat. We look forward to the possibility of working together to create memorable experiences for our guests.

For additional promotional & Partnering ideas, please visit our dedicated section ([Click HERE](#)) on our website addressing this topic. As you will see, we are also open to other proposals.

Warm regards,

David & Lori Raun  
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