



# GO LOCAL Business Application



- Business Member**
- Organization Member** (non-profit or public agency)
- GO LOCAL Supporter\***

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip: \_\_\_\_\_

Web URL: \_\_\_\_\_

FB URL: facebook.com/\_\_\_\_\_

Phone for public listing: \_\_\_\_\_

Email for public listing: \_\_\_\_\_

GO LOCAL Marketing contact info for internal use:

Name & title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Qualifications

Businesses only, please review and check all 5 boxes:

- Business is privately held (not publicly traded).
- 50% or greater of the business owners live in Sonoma County.
- Business corporate headquarters in Sonoma County.
- Business makes independent decisions regarding the name and look of the business, as well as all business purchasing practices and distribution.
- Business pays all its own rent, marketing expenses and other expenses.

If you meet all of the above qualifications, we welcome you to become a GO LOCAL business.

*\*If you don't meet these qualifications, participate as a local supporter! Contact us for details and supporter benefits.*

## Local Purchasing Commitment

- As a GO LOCAL business, we will commit to buying and using products & services from other locally-owned businesses whenever there is a viable local option.

## Rewards Offer

- We're interested in setting up a Rewards Program offer.

## Benefits

GO LOCAL participation includes:

- License to use the GO LOCAL shared brand - only members can use this branding and are encouraged to do so
- Business listing online at glocal.coop and in print twice annually in the GO LOCAL Pocket Guide
- Exclusive GO LOCAL media offers including: digital • print • radio • outdoor • video • and more at [glocal.coop/media](http://glocal.coop/media).
- You may opt for 1/3 of your member payment to be applied directly to media for your business
- Offer an optional "show the card" Reward with the GO LOCAL Rewards Program
- Participate in monthly Refer Local lunchtime networking meetings; sign up for a 10 minute featured biz presentation
- Local marketing strategy consultation for your business, offered annually to members

### 2020-2021 GO LOCAL Rates

GO LOCAL Business Types	TIER 1 BUSINESS, organization, or 1st year biz	TIER 2 BUSINESS	TIER 3 BUSINESS	TIER 4 BUSINESS	TIER 5 BUSINESS
Annual Sonoma County Sales	under \$100,000	\$100,000-\$500,000	\$500,000-\$2M	\$2M-\$10M	\$10M+
<b>Annual Fee</b>	<b>\$200</b>	<b>\$300</b>	<b>\$500</b>	<b>\$1,200</b>	<b>\$2,500</b>

Pay annually by check, or via card or PayPal at [glocal.coop/join](http://glocal.coop/join)