

LOCAL BUSINESS RECOVERY FUND

A MATCHING FUNDS PROGRAM TO HELP SONOMA COUNTY LOCAL BUSINESSES STRENGTHEN THEIR MARKETING TO INCREASE SALES

Our local economy relies on locally owned businesses.
Help GO LOCAL make sure they're strong enough to take the responsibility.



MATCHING FUNDS SOUGHT

GO LOCAL Sonoma County and its partner media company, Sustaining Technologies, LLC, is seeking \$75,000 in matching funds to help locally owned businesses in their marketing and advertising, to help them reach local customers and recover sales during this challenging time.

- ➡ *Businesses must strengthen their marketing presence to recover sales and survive during multiple crises we're facing.*
- ➡ *We are seeking sponsor organizations to collectively contribute matching funds that will support 75-150 locally owned businesses over a 12-month period beginning in Q4 2020.*



Buy GOOD things from REAL people.

GO LOCAL
Sonoma County
golocal.coop

Compared to chain stores and online mega-retailers, locally owned businesses recycle a much larger share of their revenue back into the local economy, enriching the whole community.
Let's make Sonoma County better for everyone!
Read more at golocal.coop/facts

MATCHING FUNDS SOUGHT



Sponsorship Opportunities:

- ➡ \$1,000 - provides matching funds for 1-2 businesses
- ➡ \$5,000 - provides matching funds for 5-10 businesses
- ➡ \$10,000 - provides matching funds for 10-20 businesses
- ➡ \$25,000 - provides matching funds for 25-50 businesses



"I cannot think of a better place to invest our advertising funds right now (during the Shelter-in-Place) than with GO LOCAL."

-Jeff Mathias, Synergy Solar & Electrical Systems, Inc.

WHY GO LOCAL?



GO LOCAL Sonoma County is a co-op marketing network for locally owned businesses throughout Sonoma County for 12 years running.

Sustaining Technologies, LLC is the media management company that works hand in hand with GO LOCAL.

Together, we've created a \$10M brand built on a strong reputation for growing the number of local-loving fans throughout the county into the tens of thousands.



WHY GO LOCAL?



GO LOCAL has become
THE source for all things
local in Sonoma County:

- ➔ Promoting local businesses & organizations
- ➔ Educating consumers about the benefits of buying locally
- ➔ Helping hundreds of businesses annually increase local sales through marketing and advertising
- ➔ And, ultimately, getting more dollars recirculating into the local economy.



LOCAL BUSINESS RECOVERY PROGRAM: HOW IT WORKS



Business selection

Businesses who apply must be ready to commit their choice of \$500 or \$1000 to receive matching funds from this sponsor fund, essentially offering needed services at half price. Applications for the program will be open to all Sonoma County locally owned businesses.

Selection will be based on:

- ➔ Date of application submission
- ➔ Current status as a locally-owned and registered business in Sonoma County.
- ➔ Ability of business to pay for their part (choice of \$500 or \$1000) within 30 days of program acceptance, or in 2 installments over 90 days.



“GO LOCAL allows us to reach customers who care about their local community and helps us to support our mission of keeping farms forever in Sonoma County. And our advertising on Facebook and in Made Local Magazine with GO LOCAL is well worth it.”

-Sonoma County Farm Trails

LOCAL BUSINESS RECOVERY PROGRAM: HOW IT WORKS



Ways for businesses to use it

All participating businesses will receive an initial one-hour meeting to assess their needs, and to craft a custom marketing/advertising plan and budget.

Program budget of \$1000-\$2000 for each business can be spent on their choice of what they need most:

MARKETING MENU OPTIONS *(See appendix for full menu and details)*

- ➔ additional consulting for marketing planning, hourly rate
- ➔ photography & videography
- ➔ signage & printing
- ➔ content development & writing
- ➔ online presence optimization
- ➔ social media strategy and development
- ➔ GO LOCAL annual membership, including license to use branding, online & print listings, more



LOCAL BUSINESS RECOVERY PROGRAM: HOW IT WORKS



Ways for businesses to use it, continued

Program budget of \$1000-\$2000 for each business can be spent on their choice of:

ADVERTISING MENU OPTIONS *(See appendix for full menu and details)*

- ➡ Digital advertising
- ➡ Facebook/Instagram ad campaign packages
- ➡ Print advertising
 - Made Local Magazine display ads (5 issues annually)
 - Pocket Guide display ads (2 issues annually, for members only)
- ➡ Outdoor digital board advertising for selected months in 2020-2021
- ➡ Radio advertising packages on Amaturo Sonoma Media Group stations



RECOGNITION OF SPONSORS



- ➔ Sponsors will be prominently featured in all promotions of the program, and in communications to participating businesses during the length of this program.
- ➔ Where possible, sponsors may also provide additional resources to be shared in other communications to the participating businesses.
- ➔ Sponsors and participants will also be featured in our digital and print advertising throughout the program.



*“Thank you for the orientation and marketing consultation...
I was really impressed by the amount of help you provided.”*

-Nicole Tai, GreenLynx Reuse Store and Woodworks

TIMELINE 2020



Our projected timeline for this first pilot year of the program has an admittedly short turnaround.

The goal during this pandemic is to immediately help local Sonoma County businesses who may acutely need support for Q4 holiday sales, which for some sectors can comprise as much of 50% of their annual sales revenue.

We intend this to be a recurring annual program to support local businesses, and in future years we envision more breathing room for the open application period as needed.

GO LOCAL's projected timeline:

- ➡ Secure funding - by September 30, 2020
- ➡ 7-day open application period for local businesses - October 1-8, 2020
- ➡ Contact the 75-150 selected businesses - Mid-October, 2020. Meet with each (phone, in person, or virtually) to craft and launch their custom plan to best support their immediate needs.



CONTACT

To participate, please contact:

Janeen Murray

Director & Board President - GO LOCAL

Manager - Sustaining Technologies, LLC

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LINKS

About GO LOCAL

golocal.coop/stories/what-go-local/

How GO LOCAL business membership works

golocal.coop/join

Marketing Stimulus Program Overview & Menu

golocal.coop/stimulus



sustaining technologies
community economic development solutions



APPENDIX

Initial menu of services available to participating businesses

View full details at golocal.coop/stimulus

GO LOCAL **MARKETING STIMULUS PROGRAM MENU** for locally owned businesses in Sonoma County Participating businesses can use this menu to create their marketing and advertising plan.

Menu Options	Details	Reach	Value	Selection
MARKETING				
Marketing Consulting	All participating businesses will receive an initial one-hour meeting to assess their needs, and to craft a custom marketing/advertising plan and budget.	varies	\$150	INCLUDED
Marketing Consulting - Additional	Additional 1-4 hrs of consulting for marketing planning and development. \$150/hr	varies	\$150+	
Graphic Design & Content Development	Graphic design or content development packages. Custom: \$400+	varies	\$400+	
Photography	Photography packages. Custom: \$400+	varies	\$400+	
Videography	Tell good stories online about your business, and keep telling them. Pro video shoot, including planning assistance, production and editing. You own video; GO LOCAL promotes via targeted local social media advertising. 1x, 2x or 4x commitment of fresh videos. More info: golocal.coop/video \$1800 for one video package; commit to 2+ videos and save.	varies	\$1,800+	
Signage & Printing	Window storefront & vehicle signage and other branded materials to grow your LOCAL brand presence and attract customers	varies	\$200+	
Online Presence Optimization	Online marketing packages, including google optimization, review management, local SEO, Custom: \$400+	varies	\$400+	
GO LOCAL Annual Membership	SHARED BRANDING - License to use logos. BUSINESS LISTING online & print. SOCIAL - Tie in to our popular channels. ADVERTISING - Ads in Pocket Guide for members only, and discounted member rates for Made Local Magazine. EVENTS, STORIES and PROFILES online NETWORK - Attend monthly Refer Local meetings, and sign up as a speaker. REWARDS CARD - Offer a "show the card" Reward for thousands of local fans. Get Local First training for all staff. More info: golocal.coop/join 5 tiers of annual membership (\$200, \$300, \$500, \$1200, \$2500) depending on sales.	60,000+	\$200-\$2500	

Details: golocal.coop/stimulus • Contact us: 707-888-6105 ext.2 or info@golocal.coop

Menu Options	Details	Reach	Value	Selection
ADVERTISING				
Pocket Guide - Summer '20 & Winter '20-'21	(Available for GO LOCAL members only) Let locals find you with a display ad in the free 8-1/2" x 5-1/2" GO LOCAL Pocket Guide directory. 10,000 printed per 6-month issue for total 30,000 readers, published in June & December. All members are listed. More info: golocal.coop/pocketguide20 Display ads \$350 (half) and \$575 (full) per 6-month issue	60,000	\$350+	
Made Local Magazine	Reach folks who love food and drink, which is everybody! Advertise in our full size 8-1/2" x 11" specialty magazine published 5x/year (Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec). 12,000 printed per issue for 36,000 circulation per issue and 180,000 annually. Distributed at local grocers and retailers. More info: madelocalmagazine.com/ad-info Display ads (quarter, half and full) \$415-\$1400 per issue	180,000	\$415+	
Facebook Campaigns	Leverage GO LOCAL's unique position as a preferred advertiser to strategically blow your horn to the social masses with Facebook/Instagram. The GL page has 15,000+ local fans who like local businesses, and you can reach 5,000-20,000+ Sonoma County fans per campaign. You supply content, or we can take care of it for you. \$150 value per campaign. More info: facebook.com/golocal instagram.com/golocalsoo Quarterly package: \$600 annual. Monthly package: \$1800 annual.	10,000	\$600+	
Featured Sections in Email Newsletter	(4) quarterly featured sections in GO LOCAL's consumer email newsletter - sent to 24,000 locals. Through GO LOCAL's e-newsletter list, reach 20,000+ consumers or 3,000+ local business contacts. Your featured section can include header, video or ~50 words copy with call to action link or button. Quarterly featured section package: \$500 annually. Limited availability.	96,000	\$500	
Video Vignettes	Short, styled "story" slideshows using your images, videos and copy for digital marketing. Examples on our YouTube channel: bit.ly/2UGs5gm Vignette production starting at \$150 per video.	varies	\$150	
All-in-One Video & Social Package	see above	varies	\$1,800	

Details: golocal.coop/stimulus • Contact us: 707-888-6105 ext.2 or info@golocal.coop

Menu Options	Details	Reach	Value	Selection
Outdoor Digital Board Along 101	Get seen on the really gigantic board that rotates screen panels on Highway 101 in Rohnert Park. We split one Veale Outdoor panel into 6 GO LOCAL panels for more affordable access to this high-impression ad buy. Art production included. Boards available through GO LOCAL in Mar, May, Jun, Jul, Sep, Nov, & Dec. THE 6 PARTICIPANTS EACH GET: 5133 panels in 28 days; 183 panels daily; each panel shown every 7.2 minutes. Avg total impressions 84,000. TOTAL RUN-TIME: board runs 10 ads/minute, 6 sec. duration, 22 hrs daily 5am-3am. More info: golocal.coop/outdoor 28-day run panel \$1,300; limited availability	84,000	\$1,300	
Holiday Direct Mail Magazine	Let holiday shoppers know about your business. Be profiled in a local holiday magazine delivered directly to 24,000 highest income Santa Rosa households the week of Thanksgiving. Includes 1-2 "best gift idea" product spots. More info: golocal.coop/holiday Profile ads \$650 (half) and \$1250 (full)	72,000	\$1,250	
Radio with Amaro Sonoma Media Stations	Access over half of the Sonoma County population with Amaro Sonoma Media, providing exceptional coverage across a diversified demographic array. A radio flight is a great way to tie your marketing power together and brand with the GO LOCAL message. Choose from one or more of their five local stations (KSRO, Froggy 95.5, 97.7 The River, Hot 101.7, K-Hits 104.9). More info: golocal.coop/radio Week-long packages of 60-second spots (business gets 40-45 sec) \$600. Week-long shared spots for 2 businesses (20 sec each) - \$300 per business	varies	\$300-600	
TOTAL Budget Allocation	Business: Budget including matching funds: \$1000 or \$2000 (circle selection)			

Details: golocal.coop/stimulus • Contact us: 707-888-6105 ext.2 or info@golocal.coop