

# LOCAL BUSINESS RECOVERY FUND 2021

*A matching funds program  
to help Sonoma County LOCAL businesses  
strengthen their marketing to increase sales*

LOCALLY OWNED BUSINESSES ARE THE LIFEblood OF OUR  
LOCAL ECONOMY.

HELP KEEP THEM STRONG WITH GO LOCAL.





# MATCHING FUNDS SOUGHT



*GO LOCAL Sonoma County and its partner media company, Sustaining Technologies, LLC, are launching a second year of a matching funds program and seeking sponsors.*

*These \$75,000 in sponsor funds shall directly support 75-150 locally owned businesses with their marketing and advertising to help them reach local customers and recover sales.*

Match's Appliances

Mike Hudson Distributing

Buy GOOD things from REAL people.

GO LOCAL Sonoma County golocal.coop

Frozen Art Gourmet Ice Cream

Hundred Fair Trade

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](http://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 than with GO LOCAL."*

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



# Testimonials from 2020 Participants



Our shop was a 2020 GO LOCAL Recovery Fund recipient which enabled us to reach a much larger audience for a food drive... We've been able to reach 10's of thousands people through the different "GO LOCAL" magazines that were and will be distributed and/or mailed to households alone. Plus the added bonus of a live promotional spot on local radio.

Bottom line is none of this is or would be possible without the matching funds we received. We owe a huge thank you to the "Local Business Recovery Fund".

*- Terri Erickson, Automotive Excellence*

Kindred Fair Trade suffered dramatic revenue losses due to the COVID pandemic in 2020...The matching funds enabled us to double our reach and truly contributed to better sales in December.

Thank you so much for supporting this program. It's one of the reasons we are going to survive such a tough year.

*- Julie Montgomery, Owner, Kindred Fair Trade*

*Read several more 2020 testimonials at [golocal.coop/recoverywords20](https://golocal.coop/recoverywords20)*



# Testimonials from 2020 Participants



community economic development solutions

“...hands down the best advertising investment we made in 2020.. the ad in the Shop Local insert (Holiday Direct Mail Magazine) gave us great exposure and brought numerous new customers to our store when we reopened in November.

Many customers walked in with the shop local ad in hand excited to have learned about us and our upcycled fire hose products. Thanks again GO LOCAL for making things like this happen!”

- *Steffen Kuehr, Sonoma USA and TekTailor*

“The matching of funds essentially gave Not Yer Momma's Granola double the reach... We truly could not survive without the continued support from folks committed to buying local and helping local businesses stay afloat.

Thank you to GO LOCAL and the community members who helped to build the sponsorship that has helped so many of us during these difficult times.”

- *Myra Hallman, Owner, Not Yer Momma's Granola*

*Read several more 2020 testimonials at [golocal.coop/recoverywords20](https://golocal.coop/recoverywords20)*



# 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, essentially providing them customized marketing and advertising at half price.

Program applications are open to Sonoma County locally owned businesses, selection based on:

- ➡ Date of application submission
- ➡ Current status as a locally-owned and registered business in Sonoma County.
- ➡ A brief need statement, describing impact of global and local events to their business income over the past 5 years.
- ➡ Written commitment by business to submit full payment within 30 days of program selection, or in 2 installments within 60 days.





# LOCAL BUSINESS RECOVERY PROGRAM: HOW IT WORKS



## *Ways for businesses to use it*

All participating businesses will have an initial one-hour meeting to discuss and review their needs, then craft a custom marketing & advertising plan with this budget.

Program budget of \$1000-\$2000 can be spent on their choice of what they need most from a menu of:

### MARKETING OPTIONS

- ➡ Photography & videography
- ➡ Online presence strategy
  - \*Google Business Listing optimization
  - \*Reputation management
  - \*Chat/review widgets
  - \*Virtual Tour Maps for brick & mortar locations
- ➡ Social media strategy and development
- ➡ Signage & printing
- ➡ Content development & writing
- ➡ Additional marketing consulting, hourly rate
- ➡ GO LOCAL annual membership, including license to use branding, online & print listings, more

### ADVERTISING OPTIONS

- ➡ Digital advertising
  - \*Facebook/Instagram ad campaign packages
- ➡ Print advertising
  - \*Holiday Direct Mail Magazine (1 issue around Thanksgiving)
  - \*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 2021-2022
- ➡ Radio advertising packages on Amatiuro Sonoma Media Group stations

*See [golocal.coop/media](https://golocal.coop/media) for details*



# TIMELINE 2021



Projected timeline for this second year of the program:

- ➔ Secure funding - **by July 31, 2021**
- ➔ Open application period for local businesses - **August 1-31, 2021**
- ➔ Recipient businesses contacted - **September 1, 2021**
- ➔ Meet with recipients to craft & launch their custom plan - **September 1 - October 15, 2021**

The goal is to assist local Sonoma County businesses, especially those who may acutely need support for holiday sales, which for some sectors can comprise as much of 50% of their annual sales revenue.





# SPONSOR RECOGNITION



- ➔ 2021 sponsors will have logos featured in all promotions of the program, and in communications to participating businesses during the length of the program.
- ➔ Where possible, sponsors may also provide additional resources to be shared in other communications to all participating businesses.
- ➔ Sponsors have the option to match their funds directly to selected participating merchants for a collaborative, direct co-promotion.



*"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*



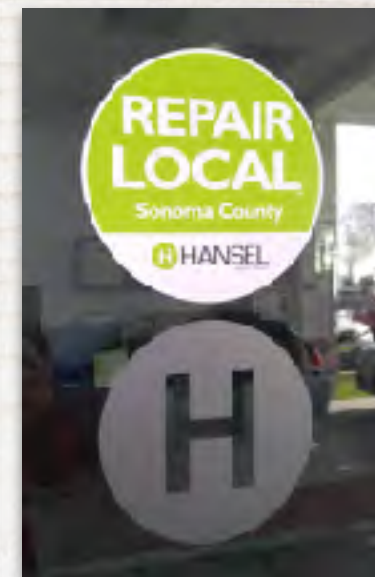
# WHY GO LOCAL?



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 co-op brand legacy, built on a strong reputation for growing local-loving fans throughout the county by the thousands.*





# WHY GO LOCAL?



sustaining technologies  
community economic development solutions

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.





# LINKS



2021 Recovery Fund Overview  
[golocal.coop/recovery21](https://golocal.coop/recovery21)

2021 Recovery Fund Marketing & Advertising Menu  
[golocal.coop/media](https://golocal.coop/media)

2020 Recovery Fund Testimonials  
[golocal.coop/recoverywords20](https://golocal.coop/recoverywords20)

About GO LOCAL  
[golocal.coop/stories/what-go-local/](https://golocal.coop/stories/what-go-local/)

How GO LOCAL business membership works  
[golocal.coop/join](https://golocal.coop/join)

Made Local Magazine  
[madelocalmagazine.com](https://madelocalmagazine.com)





# CONTACT



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