

CONVERT \$BILLIONS IN GO LOCAL BUYING POWER TO YOUR SALES INCOME



According to a 2016 survey, GO LOCAL consumers are more committed to local purchasing than ever before.



JANEEN EXT. 2

TERRY EXT. 4

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JOIN NOW

If You Want to GO LOCAL

- Includes use of brand and business directory listings in print, mobile and web.
- Offer consumers an incentive through the Rewards Card.
- Members are eligible for marketing and promotional campaigns.

GO LOCAL Business Types	TIER 1 BUSINESS or ORGANIZATION	TIER 2 BUSINESS	TIER 3 BUSINESS	TIER 4 BUSINESS
Annual Sonoma County Sales	\$0-\$100K	\$101K-\$500K	\$501K-\$10M	\$10M+
Annual Fees	\$150	\$250	\$500	\$2,500
Terms	Pay annually by check, or pay online with credit or debit card at golocal.coop/join			

125,000 GO LOCAL CONSUMERS BUYING POWER BY CATEGORY

GO LOCAL has created a special consumer group. They place an elevated importance on buying from locally owned businesses.

Every GO LOCAL business can benefit from marketing to this consumer group.

Because of space limitation, we can't feature every category in the table at right, but we'll research your category if it's not included.

A Word About How We Define the GO LOCAL Consumer

In the 1990s the phrases "Cultural Creatives" and "LOHAS" (lifestyles of health and sustainability) were coined by author and social scientist Paul Ray to describe the emergence of a societally conscious consumer group that represents about 33% of the Sonoma County population.

Essentially, this consumer group is above average in how much they care about sustainability, health and socio-economic issues. GO LOCAL has tapped into this group as our loyal followers and participants.

Sonoma County

CATEGORY	ANNUAL BUYING
APPAREL & JEWELRY	\$145 MILLION
AUTOMOTIVE MAINTENANCE/REPAIRS	\$74 MILLION
COMPUTER	\$15.5 MILLION
EYEGLASSES & CONTACTS	\$6.4 MILLION
FOOD & BEVERAGE	\$611 MILLION
FURNITURE	\$36 MILLION
HOUSEWARES AND APPLIANCES	\$37 MILLION
LAWN & GARDEN	\$29.4 MILLION
PERSONAL CARE PRODUCTS	\$31 MILLION
PETS	\$38 MILLION
READING (MEDIA AND HARDWARE)	\$9.5 MILLION
REMODELING & MAINTENANCE	\$150 MILLION
TV/AUDIO/VIDEO	\$85 MILLION
TICKETS ENTERTAINMENT/EVENTS	\$44 MILLION

SOURCE: Sonoma County 2016 ESRI

USE THE GO LOCAL BRAND TO TELL CONSUMERS YOU'RE LOCAL.



The GO LOCAL brand generates 500 million impressions yearly.
It's how our fans identify where to shop.

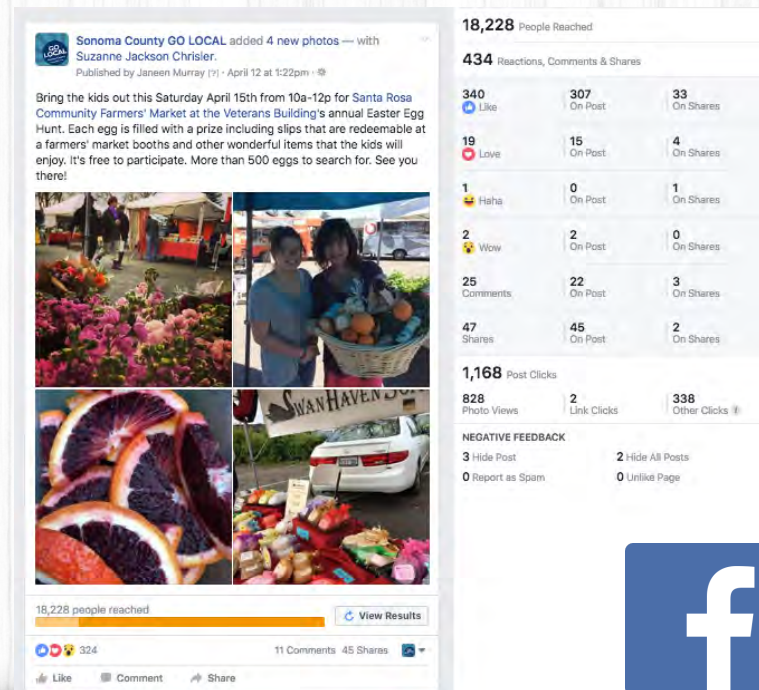
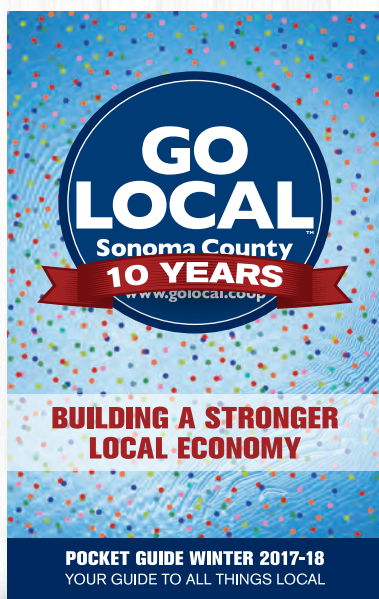


GO LOCAL MEDIA: 100% PURE LOCAL!



GO LOCAL MEDIA

- Broadcast Radio
- Digital Newsletters and E-blasts
- Digital Outdoor (US 101)
- E-Commerce - products online
- Facebook Campaigns
- In-store Display Systems
- Made Local Magazine
- Pocket Guide
- Rewards Card
- Video Production
- Web and Mobile
- Online Presence Management



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