



Are You Ready to GO LOCAL?

REWARDS CARD & SHARED BRAND

GO LOCAL is a marketing network for locally owned independent businesses. Members work together using a shared brand and a Rewards Card to increase sales.

When each merchant uses the shared brand with its customers, all members have access to thousands of new potential customers.

If your business is trying to keep customers and get new ones, GO LOCAL Rewards Card and shared branding provides a low cost, locally grown solution. Customers can save money and support their local economy with Rewards Card.

Imagine seeing a common brand hundreds of times every week at many different kinds of locally owned businesses familiar to you throughout Sonoma County. You then feel more receptive when you come across any business that displays the shared brand.

Imagine earning and spending GO LOCAL Bucks across a network of different local businesses, with just one card to track it all.





“GO LOCAL is everywhere!”



GO LOCAL Rewards Card & shared branding ensures Sonoma County local businesses always enjoy a growing customer base with thousands of folks supporting local.

HOW TO USE SHARED BRAND

- **In your store:** member decal, window clings (small to large) and hanging signs.
- **Put GO LOCAL logos** in your ads, newsletters, business cards and promo. Mention GO LOCAL in radio ads.
- **Always link** to golocal.coop; put GO LOCAL logos and slogans on your website and social media pages.
- **Train your staff** on what GO LOCAL is and why you're a member.

The Sonoma County
GO LOCAL LIST



BE DISCOVERED
Your business listing is on the web and mobile. Upload videos, photos and get your customers to recommend you.

REWARDS CARD

LOW COST, LOCAL PROVIDER

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2

Loyalty Rewards



Buy 5 cones, get one FREE cone!



Spend \$100, get one FREE dinner!



FREE sushi roll first visit

1

Works Like Airline Miles

Everyone knows about airline reward points—you earn and spend miles when you fly. What if you could earn Southwest points when flying on American, and then redeem your points for a ticket on a Virgin flight?



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GO LOCAL BUCKS IN ACTION



10 AM



Get a FREE card from a Rewards merchant, like Community Market. Or CFCU cardholders can use their debit card.

Use it immediately to buy groceries. Earn \$1 in GO LOCAL Bucks.

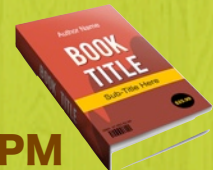
Noon



Then go to lunch. Spend the \$1 GLB. And earn another \$1 GLB from the lunch purchase.

These examples use earning and spending \$1 GO LOCAL Buck on each purchase for simplicity. Actual amounts vary.

1 PM



Stop off at the bookstore. Spend your \$1 GLB and earn more GLB.

WHAT WE PROVIDE TO GET YOU GOING

Included in monthly fee

SETUP AND TRAINING

We install Rewards system and train your staff. Ongoing support.



MATERIALS PROVIDED

- * Cards with registration forms to distribute to your customers.
- * POS sign, display stand for Pocket Guides and cards.

PROMOTIONAL SUPPORT

WEB: Reward featured on gocalocal.coop for desktop & mobile.

PRINT: Your business and reward offer listed in Pocket Guide. Rewards merchants give guides to new cardholders at their point of sale.

SOCIAL MEDIA: Rewards promoted throughout GO LOCAL social media marketing: e-newsletters, cardholder e-mail, Facebook, Twitter.



NETWORK EFFECT

Shared customer network among merchants to grow your customer base.

VALUABLE MARKETING DATA

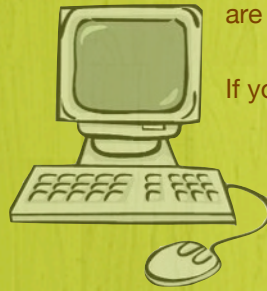
Access and review all Rewards transaction data for your business 24/7, with web-based dashboards and spreadsheets.

REWARDS CARD

Equipment Needed for Electronic Rewards

Computer with internet at POS

A graphical OS capable of running Firefox web browser is needed. A mouse and keyboard is ideal, because electronic processing requires number keys and a few additional keys.



Universal Card reader with USB connection (these are \$50 if you don't have one).

If you don't have a computer:

- Purchase a net book (approximately \$250), or
- Lease a net book for \$14/month from us, or
- Tablets can be used, but card numbers must be typed in manually (no card reader connection available as of 1/1/2013).

Rewards Card Monthly Sales by Merchants 2012



2012 over 2011

170% GROWTH
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All GO LOCAL merchants have access to the shared brand and related resources. Starting in 2013, new businesses that become electronic rewards merchants pay a variable monthly fee that includes both Shared Branding and Rewards participation.

2013 GO LOCAL Member Types by Size	TIER 1 BUSINESS/ORG	TIER 2 BUSINESS	TIER 3 BUSINESS	TIER 4 BUSINESS	BUSINESS (NEW)
	SHARED BRANDING \$0-\$100K Annual Sonoma County Sales	SHARED BRANDING \$101K-\$500K Annual Sonoma County Sales	SHARED BRANDING \$501K-\$10M Annual Sonoma County Sales	SHARED BRANDING \$10M+ Annual Sonoma County Sales	ELECTRONIC REWARDS AND SHARED BRANDING (any business size)
Fees	\$150/year or \$14/month	\$250/year or \$23/month	\$500/year or \$45/month	\$2,500/year or \$223/month	Monthly fee is 2% of rewards card sales volume. Minimum monthly fee \$20 and maximum \$129 (exceptions for multiple locations)
Terms	*Pay annually by check -OR- *Pay online with credit/debit card options at golocal.coop/join	*Pay annually by check -OR- *Pay online with credit/debit card options at golocal.coop/join	*Pay annually by check -OR- *Pay online with credit/debit card options at golocal.coop/join	*Pay annually by check -OR- *Pay online with credit/debit card options at golocal.coop/join	Monthly auto-pay with your credit or debit card - we'll contact you to set up.