



Helping Locally Owned Businesses Thrive

1 Effective

The GO LOCAL brand tells consumers you're local and committed to the local community—providing immediate impact and support.

GO LOCAL and its members have worked together for 11 years to blanket the market with our logo and message with 500 million Impressions annually.*

- 91% understand the importance of locally owned businesses
- 65% are more likely to choose local now than 5 years ago.
- 71% verify businesses are local before they buy

* Based on a 2013 survey of shared brand use, estimated aggregated Impressions were totaled, factored with the average CPM for Sonoma County.

2

Trusted

Approximately 125,000 Sonoma County adults are GO LOCAL fans . . . and *your* ideal customers.

They care about sustainability, health, and socio-economic issues. They choose local first when they pull out their wallets. Billions are spent in Sonoma County annually on goods and services.

And we help deliver consumers who care about local to GO LOCAL merchants. Let's get more spent locally...with YOU.



3

Connected

GO LOCAL has a suite of 100% pure local media to deliver customers to local merchants year-round.

Reach consumers who want local across Sonoma County and beyond.

GO LOCAL MEDIA OFFERINGS:

- Logo & Branding
- Made Local Magazine
- Pocket Guide Print/Online
- Digital Newsletters
- Social Media Campaigns
- Holiday Campaigns
- Outdoor Digital
- Direct Mail & Radio



4

Engaged

JOIN today! Reach locals for marketing and sales results.

Build relationships for a stronger local economy.

We look forward to discussing how we can help you design your optimal local marketing strategy with GO LOCAL.

	TIER 1 Business/Organization or New Business	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+
ANNUAL MEMBERSHIP FEE	\$200	\$300	\$500	\$1,200	\$2,500
AMOUNT OF FEE THAT CAN BE APPLIED TO MEDIA	\$70 MEDIA VALUE	\$100 MEDIA VALUE	\$170 MEDIA VALUE	\$400 MEDIA VALUE	\$800 MEDIA VALUE

1/3 OF ANNUAL MEMBERSHIP FEE CAN BE APPLIED TOWARDS MEDIA OFFERINGS: DIGITAL | PRINT | RADIO | OUTDOOR | VIDEO
MEMBERSHIP TERMS: PAY ANNUALLY BY CHECK, OR VIA CARD OR PAYPAL AT GOLocal.COOP/JOIN

GET THE MOST FROM YOUR MEMBERSHIP!

- Shared Branding — license to use the logos
- Business Listing — at golocal.coop and in Pocket Guide (2x/year)
- Advertising — special pricing, and now 1/3 of your membership fee can be applied!
- Social — tie in to our popular social media channels
- Local Marketing Strategy Consultation — for your business
- Promote Events & Stories — submit to golocal.coop
- Network — attend monthly Refer Local meetings
- Rewards Card — offer a "show the card" reward
- Get Local First Training — for all staff

CONTACT GO LOCAL TO PARTICIPATE:

Info@golocal.coop | golocal.coop | 707-888-6105 | 2455 Bennett Valley Rd., Ste. C111 Santa Rosa, CA 95404