



Take advantage of these benefits throughout the year, along with our strategically crafted and locally targeted media offers.

# Supporter Benefits

*Targeted Marketing  
Community Connection*

## ○ The Shared Brand

GO LOCAL Supporters are licensed to use the GO LOCAL shared brand solely with the "We Support" logos - part of a whole family of logos with over 500M gross media impressions and a \$10M media value annually. 11 years strong, the GO LOCAL brand has established trust throughout Sonoma County.

## ○ Member Promotion

**Online Listing** - Your media-enhanced business listing is part of the GO LOCAL LIST at [golocal.coop](http://golocal.coop) as a "supporter".

**Print Listing in Pocket Guide** - Supporter listings are also displayed in Pocket Guide, 10,000 published and printed 2x/year. Distributed throughout Sonoma County at over 100 GO LOCAL merchant locations.

**Social Media and Other Promotion** - Let us know what you're up to, and we'll feature it using the most effective GO LOCAL channels for your business. Submit stories and events for our website too.

## ○ Marketing Strategy and Support

The GO LOCAL team has 11 years of experience understanding and serving marketing needs of locally owned businesses and our supporters, helping them to thrive. Schedule a 1/2 hr individual session in person or on phone to review best practices and potential strategies for your business. Available annually. Or, we can help make targeted introductions specific to your business needs.

## ○ Refer Local Lunchtime Gathering

Members and supporters are invited to attend and introduce themselves and their business at monthly networking lunches every second Friday, with the option to sign up for a 10-min feature presentation. Refer Local is based on the spirit of members working together to strengthen relationships and to give, receive, and track quality referrals to increase profits and customers.

## ○ Media Offers

**GO LOCAL supporters can take advantage of some of our media offers.**

**Digital** - Take advantage of GO LOCAL's big media reach with Facebook ad campaigns or e-newsletter featured sections.

**Print** - Advertise in Made Local Magazine, with 5 issues published annually with stories of our local economy, highlighting our food system.

**Video** - Opt for a **Video Vignette**: a simple, styled promo video for social media use, or an **All-In-One Video Package** with one of our pro videographers.

**Outdoor Digital** - Be seen by local commuters along 101 in Rohnert Park with the Veale Outdoors digital board - 183 showings daily!

**Radio** - Radio reaches 90% of adults in Sonoma County. Advertise on KSR0, Froggy 95.5, 97.7 The River, Hot 101.7, K-Hits 104.9.

**Signage** - Leverage your membership with GO LOCAL signage.

**GO LOCAL's mission** is to keep dollars recirculating longer locally for a more resilient and thriving economy and community.

SHOW your support of GO LOCAL!

### Learn more

Benefits: [golocal.coop/benefits](http://golocal.coop/benefits)

Media: [golocal.coop/media](http://golocal.coop/media)

Contact us: 707-888-6105 ext.2 [info@golocal.coop](mailto:info@golocal.coop)