

Marketing with Umatilla Co. SWCD



*These are minimums, your organization could be promoted more frequently!

Good Deal #1 \$300 value

Sponsor Umatilla Co. SWCD at **\$25** per month and receive the following:

- Website advertisement
 - Designed ad by your company/organization
 - May change each month, no mid-month changes
- Facebook recognition; monthly
 - With logo and 'Thank you' on UCSWCD page
 - "Thank you _____ for supporting the UCSWCD with your generous contribution to our organization!"
 - **Must provide all logo and company information to SWCD**

\$25/mo.

Great Deal #2 \$600 value

Sponsor Umatilla Co. SWCD at **\$50** per month and receive the following:

- Website advertisement
 - Designed ad by your company or SWCD, approved by YOU! *See ad specs on page 2*
 - May be changed up to 1 time within month of advertisement
- Facebook recognition; bi- weekly
 - With logo and 'ad text' type on UCSWCD page *See ad specs on page 2*
 - "Thank you _____ for supporting the UCSWCD with your generous contribution to our organization!"
 - Picture of your organization & logo
 - **Must provide all logo and company information to SWCD**
- Logo on event flyers put on website, Facebook, and email lists
- Let us help you advertise your event on our webpage and Facebook page

\$50/mo.

BEST DEAL #3 \$600 value

1 year contract option only

Sponsor Umatilla Co. SWCD at **\$500** for 1 year (**\$100 savings!**) & receive the following:

- Website advertisement
 - Designed ad by your company or SWCD, approved by YOU!
 - *See ad specs on page 2*
 - Ad may be changed up to 10 times with yearly contract
- Facebook recognition; weekly
 - With logo and 'ad text' type on UCSWCD page *See ad specs on page 2*
 - "Thank you _____ for supporting the UCSWCD with your generous contribution to our organization!"
 - Picture of your organization, logo and SWCD partnership (optional with SWCD)
 - **Must provide all logo and company information to SWCD**
- Logo on event flyers put on website, Facebook, and sent via email lists
- Let us help you advertise your event on our webpage and Facebook page
- Email blasts with your event info
- Logo on shirts, banners, or other large advertising paraphernalia personalized for SWCD



Where these funds will be used?

Office needs; with all grant funding being used on specific project items the SWCD is left with very minimal funding for much needed supplies or office equipment. Items such as; updated software for designing materials, updated computers, printers, and like items, also educational outreach equipment such as equipment that gives us the ability to create and distribute podcasts and webinars. With your generous contribution we can make our office staff better prepared and more able to help the residents of Umatilla County thrive into our technology based future. Funds will be used to provide office support where needed.

IMPORTANT:

Your company/organization is a paying sponsor of Umatilla Co. SWCD, UMCOSWCD is not a sponsor or supporter of your company/organization and does not allow exclusivity on ad space or sponsorships at this time.

Sponsorships and advertisements are paying customers wanting to advertise on our social media outlets (Facebook & SWCD website); SWCD does not support these sponsors exclusively and are open to paying sponsors who wish to share in the same fees associated with advertising with the SWCD.

Sponsors will follow marketing plan guidelines.

Exclusivity requested by the paying sponsor/advertiser will be a case by case basis approved by the Board of Directors.

UCSWCD does not discriminate against sponsors, or potential sponsors, but does have the right to refuse funding of sponsor. Sponsorships should stay within the realm of SWCD scope of work, agriculture related sponsorships, but is not required.

Ad Information:

Ads that are designed by your company or organization may be sized to fit accordingly to SWCD marketing materials.

Ad Text for Facebook and Website means your logo is accompanied with a caption of your choice. Ads can be as simple complex as needed within our scope of design.

See example 1 Below (NRCS) *all text surrounded by red box may be changed to your choice of words*



United States Department of Agriculture
Natural Resources Conservation Service

**Stop in & discuss your options
with a Natural Resource Specialist today**

EXAMPLE

Ads that are designed by SWCD will be sized to fit SWCD marketing materials by level of sponsorship. See example 2 Below (FSA yearly contract sponsorship vs. OSU MG \$25/mo. sponsorship)

**Farm Loan Programs to Education
& Outreach- FSA is here for YOU!
Call your local Farm Service
Agency office in Pendleton to make
your contact today!**

541-278-8049









Contact your local
Pendleton, OSU Extension
Service for more information.
541-278-5403

EXAMPLE