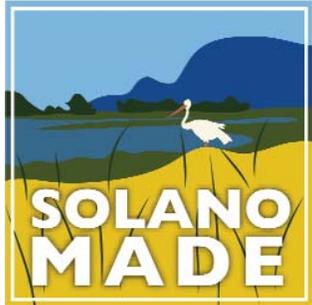
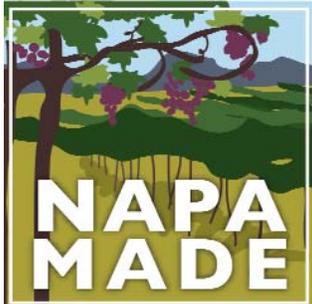
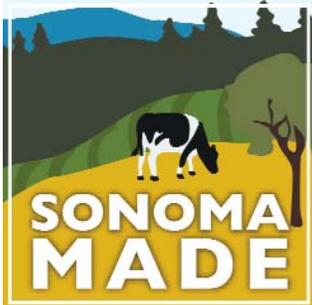




AFFILIATE OVERVIEW



The Vision

North Bay Made is a regional Membership Branding Program, designed to increase local production and sales of quality goods, services and experiences. North Bay Made collaborates with select “Affiliates” in each North Bay county (Sonoma, Mendocino, Lake, Napa, Solano and Marin). The ultimate vision for North Bay Made is to create opportunities to increase regional economic stability, incubate new businesses and overall, increase the quality of life throughout the region.

Affiliates

Affiliates are local agencies, value-aligned groups, businesses and/or individuals working in each county to create local jobs and foster regional economic development. The affiliate’s role is to grow and track the number of North Bay Made licensees in their county and to help coordinate activities and support.

The Brand

A brand has been created for each of the six North Bay counties; Sonoma, Mendocino, Lake, Napa, Solano and Marin, as well as an overall North Bay Made logo to represent the region as a whole. This branding will be used to identify, promote and support regional/local businesses, innovators and entrepreneurs. Branding will help drive demand for regionally-made goods, more local production and help create opportunities to incubate new businesses that fill gaps in our regional supply chain. Affiliates, licensed retailers, makers, producers, manufacturers, and adventure providers can use the brand and benefit from the regional affiliation and marketing power of North Bay Made. Logos, labels, tee-shirts, and other promotional materials are also available.

Affiliate Benefits

Selected North Bay Made Affiliates will benefit in several ways:

- 1) Foremost, affiliates generate a revenue stream for themselves to help support their work by marketing the program in their county. This includes:
 - * a percentage of each licensing fee
 - * a percentage of revenue from tradeshow, events, etc.
 - * income from the resale of marketing materials and collateral
- 2) The affiliate and their county’s presence in the regional marketplace is strengthened through the North Bay Made program.
- 3) North Bay Made creates connection with a network of regional affiliates who share information and best practices, further strengthening regional bonds.

The local affiliate’s role is to find and enlist a network of local makers, manufacturers and experience providers, including independent, locally-oriented retail outlets that meet North Bay Made criteria.

The Specifics

Selected affiliates will enter into annual contract with Local Works, FPC. Once a contract agreement is completed:

- * 25% of the annual brand use license fees, paid by the County's retailers, makers, & producers will support the associated local county affiliate (you).
- * 50% of the license fees collected will go into a county-specific incubation fund. (To work towards the big vision - Increasing local, decreasing imports. Details to be determined in collaboration with Local Works and the affiliate network.)
- * 25% will go to Local Works to support overall brand development, marketing and coordination.

Other revenue opportunities for the local affiliate may include a percentage of revenue from trade shows and events and the resale of marketing materials and collateral.

We anticipate having several local affiliates in each county designated by geographic area, industry type or other distinguishing characteristics.

To Join:

- 1) Submit an affiliate application
- 2) Once approved, sign a contractual agreement that includes:
 - * Agree to find local makers, producers and adventure providers, and enlist them to become North Bay Made members
 - * Promote products made in the North Bay region using the appropriate logos
 - * Identify and share locally made products with the rest of the region
 - * Maintain records for membership
 - * Assist with business incubation
- 3) Pay the annual affiliate fee

Local Work's intention is to build long-term relationships and work with the same affiliate year after year. However, Local Works reserves the right to cancel contractual arrangements per performance of the contract agreement.

We look forward to working together for a stronger regional economy!

For more information or to get involved:



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c. 9/5/13