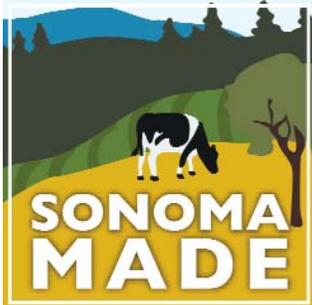




# AFFILIATE OVERVIEW



## The Vision

North Bay Made is a regional Membership Branding Program, designed to increase local production and sales of quality goods and services. 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 (NBM) is to create opportunities to increase regional economic localization, grow 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 cities and counties in the North Bay area that will represent and manage the NBM program in their designated area. The local affiliate’s role is to find, enlist and maintain a network of local makers, producers and locally oriented retail outlets that meet NBM criteria. The goals are to support local businesses, grow regional sustainability, strengthen the regional goods and food supply chain and support activities that create a resilient regional economy.

## 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 and manufacturers can use the brand and benefit from the regional affiliation and marketing power of North Bay Made.

## Affiliate Benefits

Selected NBM 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:
  - \* 25% of each membership licensing fee
  - \* a percentage of revenue from sponsorship, tradeshows, events, etc.
  - \* income from the resale of marketing materials and collateral
2. Strengthening your presence in the regional marketplace through the strong North Bay Made branding program.
3. Connecting to a network of regional affiliates who share information and best practices, further strengthening regional bonds and economic cooperation.

## Affiliate Roles & Responsibilities

NBM Affiliate members agree to:

1. Coordinate with NBM team to roll-out, champion and administer the program in the agreed county/area/industry.
2. Identify and enroll makers, producers, manufacturers and retailers that meet the NBM criteria.
3. Promote the program through your website, newsletter and other media channels.
4. Promote NBM members at events, through programs or in physical location.



# AFFILIATE OVERVIEW

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## Affiliate Roles & Responsibilities (cont.)

5. Spearhead the membership application and annual renewal process from start to finish, including applications and collection of fees.
6. Maintain records of transactions with members.
7. Service members and sponsors in your region (provide marketing materials, field questions, etc).
8. Meet with NBM team occasionally for updates and planning.
9. Help secure sponsorships.
10. Participate in and/or provide economic development services where appropriate.
11. Pay annual Affiliate fee (waived year 1)

## Revenue Share

Selected affiliates will enter into an annual contract with Local Works/North Bay Made. Once a contract agreement is completed, 25% of the annual license fee paid by new members in the affiliate's territory will be paid to the affiliate (you) to support your work. Other revenue opportunities for the local affiliate may include a percentage of revenue from tradeshow and events, sponsorship and the resale of marketing materials such as t-shirts, posters, stickers, etc.

## To Join:

- 1) Submit an affiliate application online through the NBM website
- 2) Once approved, sign a contractual agreement outlining NBM Affiliate Roles & Responsibilities
- 3) Pay the annual affiliate fee (waived year 1, estimated at \$500/yr)

## Economic Cooperation

The North Bay Made program is designed to be a win-win for all parties. We anticipate having several local affiliates in each county designated by geographic area, industry type or other distinguishing characteristics. We will work together to define affiliate "territory" and ask that all parties work in a spirit of cooperation for the benefit of the overall program and its members. Local Works' intention is to build long-term relationships and work with the same affiliate year after year. Local Works reserves the right to cancel contractual arrangements per performance of the contract agreement.

## About Us

North Bay Made is a program of Local Works, Flexible Purpose Corporation based in Santa Rosa. Local Works mission is "acceleration of economic localization, increase community resiliency and stimulation of local and regional job development. Local Works runs the Made Local Marketplace and Share Space Cowork Center in Santa Rosa.

We look forward to working together for a stronger regional economy!  
For more information or to get involved, please contact us:



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