

# Membership Marketing Materials

## Retail Member Collateral Package Marketing Materials:

- 1"x1" Round Labels Product Stickers
- .5"x2" "Made in..." Product stickers
- 4"x4" "Proud Member" Stickers
- 11"x17" In-Store Point-of-Purchase
- 24"x36" Outdoor Flag - optional (additional fees)



**For details on the NWCP-PLUS Membership  
or more Information on NWCP Program,  
contact:**

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NWCP is a program of the **COMMUNITY AGRICULTURE Alliance INC.**  
www.communityagalliance.org



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Encompassing  
People, Places & Products  
of Northwest Colorado

JOIN NOW!

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Encompassing  
People, Places & Products  
of Northwest Colorado

An Initiative of the  
Community Agriculture Alliance

**Mission:**

Establish and maintain a market for products and services that originate in Northwest Colorado.

**Purpose:**

- Create a market for products and services which originate in Northwest Colorado
- Develop opportunities that can be easily utilized by residents and visitors to purchase local products
- Contribute to the economic diversity and vitality of Northwest Colorado
- Tell the stories of Northwest Colorado producers and residents

**Background:**

The NWCP program was formalized in 2007 with the assistance of MBA students from Daniels College of Business at the University of Denver. NWCP employs strategies and tactics gleaned from that experience to implement this local products program. Now in our 4th year, NWCP membership has increased significantly over the past several years. We've developed a new website in 2011 ([www.nwcproducts.org](http://www.nwcproducts.org)) and offer advertising branding, marketing materials and opportunities for all members. To recognize and encourage the increasing number of local producers and entrepreneurs, NWCP is proud to present its annual Ann Copeland Emerging Producer Award given out annually to our most promising producer in the area.



Nancy Kramer of NWCP presents the inaugural Ann Copeland Emerging Producer Award to Rance Moon of Rance's Spinning Ewe accompanied by his mom, Lorra Moon (right).

**NWCP MEMBERSHIP BENEFITS!**

NWCP provides the means to increase awareness of our local products program through our electronic newsletter, website, events and other regional publications. NWCP provides web links through the regional North West Cultural Heritage Tourism project - a project that directs visitors to the region along a cultural and historical tour of northwest Colorado.

NWCP provides a network for producers and retailers as well as forums (such as our annual meeting) for sharing entrepreneurial and marketing innovations.

NWCP provides marketing materials for members at each level of membership (see information below) and promotes awareness through education, events and special venues such as the Annual Hometown Holiday Shopping Gala held in November.

NWCP supports its members by providing educational and marketing resources through partnerships with Routt County Business Cooperative, SCORE, and local Chamber Associations.

NWCP partners with organizations and programs such as the Steamboat Springs Chamber "Buy Local" program to increase producers and retailer's opportunities for increased exposure and add to their local product marketshares.

**New! NWCP-PLUS Member**

**BUY LOCAL.**

Add \$25 to your membership option below and enjoy an added value opportunity by receiving a discounted membership with Steamboat Springs Chamber Resort Association and participation in their BUY LOCAL business community effort. Whether you are a local business owner or simply a concerned consumer - buying locally fosters community partnerships and makes a significant difference to our economy. **NWCP-PLUS** members will receive all the benefits at the \$150-level SSCRA membership. Go to the SSCRA website, [www.steamboat-chamber.com](http://www.steamboat-chamber.com) to see complete list of benefits!

**Producer Member - \$50**

- Listing and logo in all NWCP print and online Member Directories
- Access to NWC Products Retailer database
- Your logo and link on NWCP Website and NWCP e-Newsletter
- Producer member collateral package
- Cooperative marketing opportunities
- Discounted fees to NWCP signature events, workshops and seminars
- Community Agriculture Alliance membership

**Retail Member - \$100**

- Listing and logo in all NWCP print and online Member Directories
- Access to NWC Products Producer database
- Your logo and link on NWCP Website and NWCP e-Newsletter
- Retail Member collateral package
- Cooperative marketing opportunities
- NWCP Merchandising Package
- Discounted fees to NWCP signature events, workshops and seminars
- Community Agriculture Alliance membership

Company Name/Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email \_\_\_\_\_

Level of Membership:

**NWCP-PLUS** Member:  \$75 Producer Member

\$125 Retail Member

**NWCP** Member:  \$50 Producer Member

\$100 Retail Member

Check enclosed: \$ \_\_\_\_\_

Please make check payable to **Community Agriculture Alliance**



**YES, please sign me up!**