

November 2009

Dear Pride of New York Member:

With funding from the USDA, the Pride of New York is able to offer a second round of its "Buy Local" Cooperative Advertising Program which will once again include television and radio, as well as cost-share funding for print, point of purchase and promotional items.

The goal is to build awareness, preference and sales for Pride of New York products across the State. As a Pride of New York member, you can share in this opportunity to promote and encourage all New Yorkers and visitors to look for and buy locally grown New York specialty crop products.

You can choose from a wide range of advertising and marketing options that best fit your budget and target audience, in multiple markets. The options include:

Custom-Built Television Buy: Pride of New York will cost share an approved 30-second message unit that must include professional production of a 23-second TV commercial with your message, linked to a 7-second Pride of New York tag.

Custom-Built Radio Buy: Pride of New York will cost share an approved 60-second spot that must include professional production of a 45-second spot that ends with a 15-second Pride of New York tag.

Print: Pride of New York will cost share approved advertisements and placement in a variety of consumer publications submitted by Pride members.

Point of Purchase and Promotional Items: Pride of New York will cost share approved point of purchase and promotional items such as: signage, bags, banners, boxes (carton printing), brochures and rack cards submitted by Pride members.

Cooperative funding will be awarded on a first-come, first-served basis. Please review the requirements and application carefully as there have been some modifications to this program since the first round. These details and the funding requirements are attached for your review. If you are interested, simply complete the enclosed pre-approval application and return to me.

Please note: Pride of New York members who previously received funding are NOT eligible to receive funding this round. Members that submitted applications but were not awarded funds are encouraged to reapply.

If you have any questions or would like more information, please contact:

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