



# COMMUNITY BUILDER

## thriving communities are built by the many

**'Community Builders'** are leading. locally-connected established companies that create structure, stability and a firm foundation for local companies to start, grow and thrive.

*They support small business growth, inspire entrepreneurs, and build shared identity.*

Guide to the Good's 'Community Builders' program creates a direct opportunity for not-so-small local companies to support small local companies, let us share and celebrate their stories and history, and create community connection, share identity, nurture social value, and support a sustainable future for NL.

## g2g community builders benefit everyone

### **SUPPORT SMALL BUSINESS**

Community Builders give market presence to local, small, start-up businesses, organizations, and social enterprises. Through a partnership with Google g2g got \$120,000 US per year in Ad Words grants to promote Guide to the Good and g2g companies. That means presence – here and everywhere.

### **SHARE INSPIRING STORIES**

We share Community Builders stories and videos with community-centric content that show connection.

### **IT'S THE LITTLE THINGS**

Community Builders are out there with g2g in the community – on the site, in traditional and social media, on the g2g Community Quilt, and through outreach events, fairs, and initiatives.

### **LEVELS OF SUPPORT**

3 categories of Community Builder support - Trail Blazer, Ground Breaker, and Legacy with corresponding celebration, or custom!

*Guide to the Good is a social enterprise striving for a sustainable Newfoundland and Labrador through promotion of local, social and green choices.*

**think planet**  
...Buy~Eat~Give~Love...  
**live local**



# COMMUNITY BUILDER Package Overview

LEVEL	SUPPORT	SPONSORS / PRESENCE ONLINE & OUTREACH
TRAIL BLAZER	\$3,000	<ul style="list-style-type: none"> <li>• Supports Directory Listing Program and sponsors <b>three</b> Guide to the Good Profiles for small companies</li> <li>• One 600 word feature / one large-scale captioned photo on g2g</li> <li>• Recognition on Facebook, LinkedIn, Insta, Twitter &amp; Google Ad Words</li> <li>• Trailblazer logo on g2g home page in rotation</li> <li>• Signage at g2g events</li> <li>• Logo on 4x4 square on g2g quilt</li> </ul>
GROUND BREAKER	\$8,000	<ul style="list-style-type: none"> <li>• Supports Directory Listing Program and sponsors <b>eight</b> Guide to the Good Profiles for small companies</li> <li>• Two-part, 600 word series on g2g / 2 large-scale captioned photos</li> <li>• Recognition on Facebook, LinkedIn, Insta, Twitter &amp; Google Ad Words</li> <li>• Groundbreaker logo on g2g home page in rotation</li> <li>• Signage at g2g events</li> <li>• Logo on 8x4 rectangle on g2g quilt</li> </ul>
LEGACY	\$15,000	<ul style="list-style-type: none"> <li>• Supports Directory Listing Program and sponsors <b>15</b> Guide to the Good Profiles for small companies</li> <li>• Brought to you by credit on 4 Inside Scoops — 3 minute trade secrets</li> <li>• Four-part, original 600 word series / Six large-scale captioned photos</li> <li>• Community compilation video &amp; Hello with Founder/CEO</li> <li>• Repeat recognition Facebook, LinkedIn, Insta &amp; Google Ad Words</li> <li>• g2g home page in rotation</li> <li>• Speaking opportunity at Guide to the Good events</li> <li>• Dedicated signage</li> <li>• Logo on 8x8 square on g2g quilt</li> </ul>

## COMMUNITY BUILDER Package Details p 1 of 2

LEVEL	TRAIL BLAZER	GROUND BREAKER	LEGACY
<b>Sponsorship - SUPPORTING SUCCESS for LOCAL COMPANIES</b> creating market presence for small cos, start-ups, social enterprises			
<ul style="list-style-type: none"> <li><b>Directory Listings</b> – Community Builders enable Guide to the Good to give categorized presence to local companies - name, logo, key line of business, and contact info</li> </ul>	○	○	○
<ul style="list-style-type: none"> <li><b>Profiles</b> include company name, logo, features/keywords, access info, links, original articles Google My Business, &amp; photos. All tagged, keyworded, and SEO optimized.</li> </ul>	<b>3 Profiles</b>	<b>8 Profiles</b>	<b>15 Profiles</b>
<ul style="list-style-type: none"> <li><b>Inside Scoop</b> - Three Minute Trade Secrets with Guide to the Good members</li> </ul>			<b>four</b>
<b>In Real Life - COMMUNITY OUTREACH / COMMUNITY COLLABORATION</b> 'we can do this' ethos to inspire, and cultivate common goals			
<ul style="list-style-type: none"> <li><b>Signage</b> at g2g Outreach events</li> </ul>	○	○	○
<ul style="list-style-type: none"> <li><b>Dedicated Signage</b> at g2g Outreach events</li> </ul>			○
<ul style="list-style-type: none"> <li><b>Special Guest &amp; Acknowledgement at g2g launch</b></li> </ul>	○	○	○
<ul style="list-style-type: none"> <li><b>Speaking Opportunity at g2g launch</b></li> </ul>			○
<ul style="list-style-type: none"> <li><b>Speaking Opportunity at g2g meet-ups</b></li> </ul>			<b>three</b>
<ul style="list-style-type: none"> <li><b>g2g Stickers</b> — physical and digital stickers to post at your location, your website, on social media, etc.</li> </ul>	○	○	○
<ul style="list-style-type: none"> <li><b>g2g quilt</b> — your section on the g2g community quilt with your logo</li> </ul>	<b>4x4</b>	<b>8x4</b>	<b>8x8</b>

## COMMUNITY BUILDER Package Details ONLINE p 2 of 2

FEATURES	TRAIL BLAZER	GROUND BREAKER	LEGACY
<b>ONLINE</b> - authentic, relatable stories about your company that engage community and nurture common identity			
<ul style="list-style-type: none"> <li><b>Original feature articles</b> on your company in the community — your people, history, culture, vision, and more. SEO optimized with keywords to show up on Guide to the Good, and the entire internet</li> </ul>	1 story	2 Stories	4 Stories
<ul style="list-style-type: none"> <li><b>Large-scale captioned photos</b> (optimized for desktop and mobile) a picture is worth 1000 words, and whether it's your founder, your first location, or your company in community, viewers will get a sense of your company's engagement. SEO optimized with keywords to show up on Guide to the Good, and the entire internet</li> </ul>	1 photo	2 photos	6 Photos
<ul style="list-style-type: none"> <li><b>g2g Home page Feature</b> — your company will be a recurring feature on the Guide to the Good home page, with a link to your profile!</li> </ul>	10/50	15/50	25/50
<ul style="list-style-type: none"> <li><b>Community Builder Logo</b> on pages of Guide to the Good website with link to feature article</li> </ul>	10/50	15/50	25/50
<ul style="list-style-type: none"> <li><b>Community Builder Video</b> - Short, friendly, fun community compilation video &amp; Hello with Founder/CEO that gives a voice to your company's community action</li> </ul>			○
<ul style="list-style-type: none"> <li><b>Look for the Good</b> — occasional placement in monthly online g2g game. Players will learn about your community actions!</li> </ul>		one	two
<ul style="list-style-type: none"> <li><b>EXCLUSIVITY</b>— you get to be the only Community Builder in your industry</li> </ul>			○
<ul style="list-style-type: none"> <li><b>Sponsorship of 4 Inside Scoop</b> - Three Minute Trade Secrets with Guide to the Good members</li> </ul>			○
<ul style="list-style-type: none"> <li><b>Social Media Shout Out</b> — post on Facebook/Twitter/Insta with each post</li> </ul>	x2	x4	x8
<ul style="list-style-type: none"> <li>Sponsored profiles acknowledge <b>Community Builder</b></li> </ul>			○