



CSAC Corporate Associates Program Custom Media Package

The media package is provided to Platinum, Gold and Silver corporate partners who are current on their membership. Each item may be used once per fiscal year. The selection offers various options for promoting and marketing your brand across multiple media channels. CSAC Finance Corporation staff can assist to create a strategic roll out of items that fit your organization the best.

Platinum - All selections* / Gold - 2 Selections*

[Only one blue](#)

1. [Webinar: We host a live webinar with you that provides marketing content, and can be used to generate leads and build brand awareness.](#)
2. [Podcast: We host a 30 minute podcast episode featuring interviews with staff or leaders in the organization. This can be used to provide educational content, build brand awareness, and establish thought leadership.](#)
3. [Email Blast: Direct email blast to our extensive list of subscribers and county members. This can be used to promote products or services, share updates or news, and engage with members.](#)
4. **LinkedIn Post:** Together we create a post with any content to post to our LinkedIn. Use this to share updates, industry news, and connect with our members.
5. **Twitter Post:** Together we create a post with any content to post to our Twitter. Use this to share updates, news, promotions, and engage with members.
6. **CSAC Bulletin Post:** The CSAC Bulletin is a newsletter that is distributed to all CSAC members, county employees and other public agency officials. Posting an article or advertisement in this bulletin can reach a large audience. The post will be one of many in the weekly bulletin.

Disclaimer: This media package is intended to be a general list for creating a comprehensive media marketing plan. The options and subtopics listed are not exhaustive and may not be appropriate for all brands or industries. The information provided does not constitute professional advice or a guarantee of results. While we believe that the strategies and tactics outlined in this plan can be effective, we cannot guarantee specific results. It is the responsibility of the partner to conduct their own research and analysis to determine an effective marketing strategy, and to seek professional guidance as needed. The CSAC Finance Corporation is not responsible for any consequences that may result from the use of the marketing material.

Your support of the CSAC Corporate Associates Program is greatly appreciated!
If you have any questions, please reach out to Jim Manker - Director of Business Development:
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