

## **AFID Trail**

### **Site Membership Benefits**

**Advertising, Marketing** of your business through promotion of the AFID Trail. Brochures, paid advertisements and links to your website through the AFID Trail website, Virginia Piedmont website and county tourism websites.

#### **Features at Venues**

AFID Trail will partner with venues, festivals, shows, etc. to provide opportunities to showcase the AFID Trail and its members through demonstrations, exhibits, sales and shows.

#### **Logo Usage/Branding**

AFID Trail members have access to the AFID Trail logo(s) for use in their individual marketing efforts.

#### **Marketing Tools**

AFID Trail members will receive AFID Trail signage and other marketing tools such as bumper stickers, window clings, etc. Easy to use electronic versions of the business cards, hang tag, signs, etc. templates will be available for use. The templates will be designed to be easily customized and printed by the member.

#### **Profile Page**

All AFID Trail Site members will have a profile page on the AFID Trail website (unless they choose to opt out). The profile page will be maintained by the member and consists of contact information, a picture, a description of their work/business, the media(s) in which they work, where their work can be purchased, their professional affiliations, etc. All marketing efforts direct visitors to the website; therefore it is important for members to keep their information current.