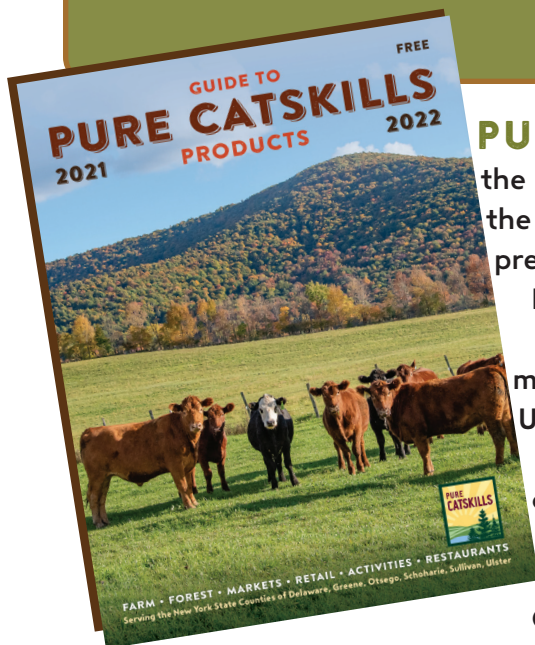


GET IN THE 2022-2023 PURE CATSKILLS GUIDE



PURE CATSKILLS is a regional, buy local campaign developed by the Watershed Agricultural Council to improve the economic viability of the local community, sustain the working landscapes of the Catskills and preserve water quality in the NYC Watershed region.

Pure Catskills membership is available to farm and forest-based businesses, restaurants, local producers and artisans, and farmers' markets throughout Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties in New York State.

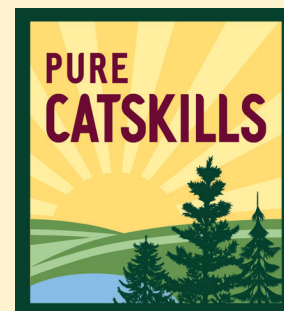
It's all about connections! Pure Catskills helps our members make connections with local and downstate customers and wholesale buyers looking to purchase regionally grown and produced products, including high-quality, value-added products that permeate the Catskills. Pure Catskills helps local farms and businesses make

connections to each other to create powerful collaborations. The combination of all of these efforts improves the economic viability of communities in the NYC Watershed.

\$35

MEMBERSHIP INCLUDES

- **Printed Guide Listing** with contact information and a 50 word description
- **A detailed online listing** on Pure Catskills searchable web directory, and a dedicated webpage to promote your business and products on our newly updated website
- Use of **Pure Catskills logo and other marketing materials** to enhance your marketing efforts
- **Promotional support for your products** through events, media mentions, advertising, social media, and other targeted campaigns including the Holiday Gift Guide and more
- **Vendor space** under Pure Catskills sponsored tents at many local events pending state and local health guidelines
- **And much, much more!** Visit purecatskills.com to learn about our membership perks



Questions?

Contact us at purecatskills@nycwatershed.org

**DEADLINE IS MARCH 28, 2022 TO BE LISTED IN THE GUIDE
NO EXCEPTIONS**

2022-2023 MEMBERSHIP BENEFITS

◆ Be a part of a regional identity

- Use of the Pure Catskills brand in your advertising and promotional efforts
- Power in numbers: affiliate with Pure Catskills and the brand works for you when consumers recognize the PC brand at over 300 member locations
- We Are Pure Catskills: featured stories, videos and more #wearepurecatskills
- Fresh From the Catskills: monthly product features and advertising #freshfromthecatskills

◆ Print Guide

- Listing in the Guide
- Advertising available at additional charge
- 55,000 copies distribution across region and NYC with distribution points:
 - Over 400 outlets in the Catskills region
 - NYS Thruway outlets: New Baltimore, Plattekill & Sloatsburg rest stops
 - Greenmarkets
 - NYC events
 - Local events
- Guides mailed and delivered to you with additional copies sent upon request

◆ purecatskills.com

- A dedicated webpage for your business
- Direct affiliation with a website that draws over 3,000 unique visitors each month
- Placement of your events in our web calendar

◆ Marketing efforts benefitting Pure Catskills members

- We recommend only PC members when fulfilling inquiries for retail product requests
- We recommend only PC members when fulfilling inquiries for wholesale product requests
- We sample your products at various events and tastings throughout the year (Pure Catskills will purchase your product at wholesale cost)
- Pure Catskills brand print advertising in various magazines such as The Daily Star, Country Folks, Catskill/Delaware Magazine, DVEight and the Catskill Mountain Regional Guide.
- We use only Pure Catskills members as sources for articles in regional newspapers and magazines
- Promotional opportunities for you to represent your products at Pure Catskills sponsored events throughout the region.

◆ Special promotions and affinity group promotions

- Specialty rack cards
- Variety of print materials
- Holiday Gift Guide
- Farmers' Market of the Week

◆ Social Media Promotions

- Pure Catskills Facebook Page: We help you promote your events and products through our FB Page, with over 6,500+ followers
- Pure Catskills Twitter: We reach out through this social media outlet with over 2,700+ followers
- Pure Catskills Instagram: We repost member events, pictures and happenings to over 4,900+ followers
- Pure Catskills Pinterest: We will share your recipes, products, news and more to our followers

◆ Educational opportunities

- Access to many workshops provided by CCE Delaware County, and other partners

◆ Point of purchase promotional/marketing materials

- Banners, shopping lists, chip clips, pens, shopping bags, PC member metal sign, tees, hats, stickers, product cards for display pricing, hang tags, Why Buy Pure Catskills poster and infographic rack card, price stickers, 8 Reasons to Buy Local Poster, table tent, car decals and much, much, more

◆ Additional partnership opportunities

- We're exploring other ways to enhance membership value with retailer discounts, educational incentives and promotional venues. Got an idea? Let us know!



MEMBER SIGN UP FORM 2022-2023

If you are mailing a check please complete this form and send with payment to:

Watershed Agricultural Council c/o Pure Catskills
44 West Street, Suite 1, Walton, NY 13856

**DEADLINE IS
MARCH 28, 2022
NO EXCEPTIONS**

PAYMENT OPTIONS

- ☐ Pay by credit card online at purecatskills.com
☐ Check enclosed payable to "Watershed Agricultural Council" or "WAC"

MEMBER LISTING INFORMATION (SELECT ONE):

- ☐ Use the same listing as last year (we will print same exact listing as 2021-2022)
☐ Update listing (use new information below to update my listing from last year)
☐ New (complete this form as it should appear in the print Guide)

Name of Business: _____

Contact Name: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ email: _____

Website: _____

Facebook: _____ Twitter: _____

Mailing address if different from Business address: _____

City: _____ State: _____ Zip: _____

Circle Your County:

Delaware | Greene | Otsego | Schoharie | Sullivan | Ulster

Please list my business in the following category (**check one**):

- | | |
|--|---|
| <input type="checkbox"/> Farm, Forest and Retail Members | <input type="checkbox"/> Support Organizations |
| <input type="checkbox"/> Farmers' Markets | <input type="checkbox"/> Distributors |
| <input type="checkbox"/> Restaurants and Lodging | <input type="checkbox"/> Activities and Tourism |

In 50 words or less, describe your business (if more space is necessary, attach to this form or email us at purecatskills@nycwatershed.org):

I verify the information above is correct and as I wish to see it in the Pure Catskills Printed Guide and Online Directory:

Signed: _____ Date: _____

CIRCLE ALL THAT APPLY

FARM PRODUCTS:

Alcoholic Beverages	Honey
Alpacas/Llamas	Jams/Jellies/Chutnies
Annuals/Perennials	Ice Cream/Gelato
Apples	Lamb
Baked Goods	Maple Products
Beef	Meats
Berries	Mushrooms
Botanicals	Packaged Food
Butter	Pickles
Cheese	Pork
Christmas Trees/Wreaths	Pottery
Cider	Poultry
Coffee/Teas	Prepared Foods
Dairy	Preserved & Canned Goods
Eggs	Produce
Elk/Venison	Rabbit
Fish	Sausage
Flowers	Seedlings
Fruit	Turkey
Garlic	Vegetables
Goat	Wines
Hand-blended	Wool/Fiber
Handcrafted	Yogurt
Herbs	Other: _____

FOREST PRODUCTS:

Firewood	Lifestyle
Flooring/	Logs
Moulding	Lumber
Furniture	Made to Order
Handcrafted	Maple Products
Home Goods	Services
Garden/Land-scape	Other: _____

ARTISAN PRODUCTS:

Alpacas/Llamas	Jams/Jellies/Chutnies
Botanicals	Packaged Food
Candles	Preserved & Canned Goods
Christmas Trees/Wreaths	Wool/Fiber
Coffee/Tea	Other: _____
Hand-blended	
Handcrafted	

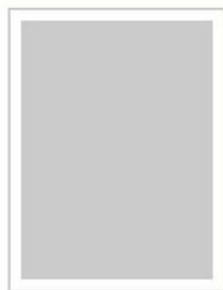
ACTIVITIES AND SERVICES:

Restaurant/Cafe onsite	CSA
U-Pick	Groups welcome
Tours/Activities	Farm Tours
Farm stay	Wholesale
Mail order	Horse Farm
Farmstand/Farm Store	Other: _____

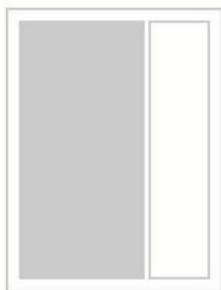
Farmers' Market Vendor at: _____

WANT TO ADVERTISE IN THE GUIDE?

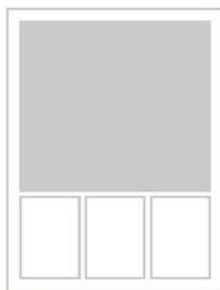
TOTAL COST		TOTAL COST		TOTAL COST	
Back Cover	\$980	2/3 Page	\$540	2/9 Page	\$245
Inside Cover	\$900	1/2 Page	\$420	1/6 Page	\$175
Page One	\$840	4/9 Page	\$360	1/9 Page	\$125
Full Page	\$780	1/3 Page	\$300	Selected Ad Size: _____	
				Total: _____	



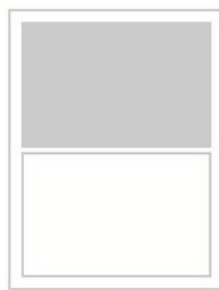
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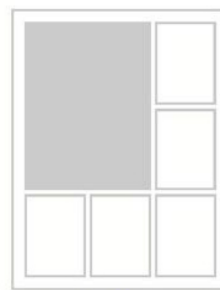
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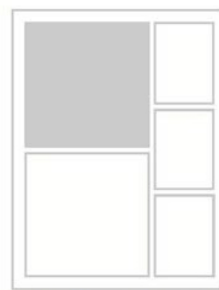
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Height: 6.44"



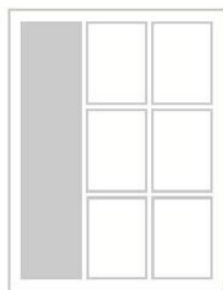
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4/9 Page
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Height: 6.44"



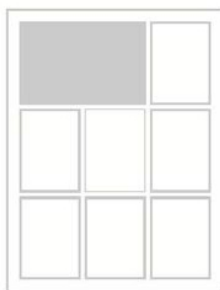
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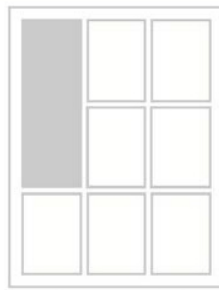
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Height: 9.75"



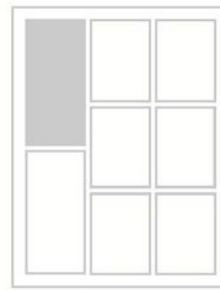
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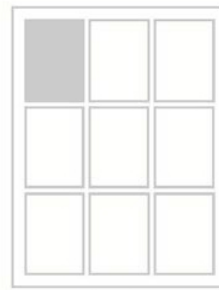
2/9 Page Horiz.
Width: 4.78"
Height: 3.14"



2/9 Page Vert.
Width: 2.3"
Height: 6.44"



1/6 Page
Width: 2.3"
Height: 4.78"



1/9 Page
Width: 2.3"
Height: 3.14"

SELECTED AD SIZE: _____ TOTAL: _____

IF YOU PURCHASE ADVERTISING SPACE, THE \$35 BASIC MEMBERSHIP FEE IS WAIVED!

If you design your own ad, submit it as a high-resolution digital file (preferably in jpeg or PDF format). You can also send: Illustrator, Photoshop, Acrobat or InDesign files. All supporting fonts and photos must be included. Submit ads via email to purecatskills@nycwatershed.org by **March 28, 2022**. Need help with your ad? We'll create one for you. Call (607) 865-7090 or email us at purecatskills@nycwatershed.org.

**ALL MATERIALS MUST BE RECEIVED BY MARCH 28, 2022
TO BE LISTED IN THE GUIDE, NO EXCEPTIONS.**

Questions?

Contact us at purecatskills@nycwatershed.org