



Try a new kind of marketing system designed by and for local businesses!

Community Marketing Partnership

Here's how it works! We find local businesses that get a lot of foot traffic to become our **Marketing Partners**. We provide, set up, and manage a large digital display system (50" - 65" depending on venue size) and populate it with high quality ads promoting other locally owned businesses. MPs just keep the TV and Wi-Fi running during business hours.

Our **Community Partners** get incredibly low-priced advertising opportunities that run in 10-minute loops (so six plays per hour) at two of the Marketing Partner locations of their choice.



Marketing Partner

Earn
**\$150-
\$500**

Monthly

- ✓ Managed display set up
- ✓ \$150 monthly guaranteed*
- ✓ Free Community Partner 10 second ad loop at 2 MPs
- ✓ 3+ month contracts

* As we fill our 10-minute advertising cycles (30-60 slots), the monthly payments MP's receive will increase accordingly, up to \$500 per month!

Community Partner

Pay
**\$150-
\$250**

Monthly

- ✓ Guaranteed 6 plays per hour
- ✓ \$150 for 10 seconds
- ✓ \$250 for 20 seconds
- ✓ Two MP locations of choice
- ✓ Freedom to change MP and ad once monthly
- ✓ Monthly contracts available

Join the partnership!

Who We Are



Community starts with introductions.

I am Sheri McClure. As a Fresno native, daughter of a female entrepreneur, and current small business owner, I want my consultancy to help Central Valley businesses prepare for and maintain sustainable growth through healthy processes. The Community Marketing Partnership is one aspect of Root Cause Consulting that helps support our family businesses while also supporting other local businesses through both marketing and direct revenue. We would love you to consider joining us as either as a Marketing or a Community Partner!



Eduardo “Lalo” Castillo is my partner in crime, in life, and in community development. He is another Valley native and the owner of HotShots559 Mobile NERF Battles. While CMP will be under RCC’s umbrella of offerings, Lalo’s heart for community support and networking will be a huge part of its success.

We have two boys, Tavish and Rory, who support and are supported by CMP’s efforts. And they LOVE to support local businesses, too!

Why CMP?

The short answer: we genuinely want to help local businesses. We also understand how frustrating, time consuming, and expensive local marketing can be. (Yes, we’ve been duped and sat through sales lunches, too.)

We think our Marketing Partners have a great opportunity to help other small businesses who get less foot traffic, and we want to pay them to share the love! The more ads we can sell, the more we give back to those MPs!

And no dinky little screens tucked in the corner for our Community Partners. If we can’t put up a decent screen in a good spot, then it’s not worth it. And no \$2,000 per month fees and scary long contracts! We’re not looking to become millionaires. We need to pay the bills just like you, but we want to share the profits, and \$150 per month per ad is plenty to do just that!

We truly believe that CMP can help local businesses and would love to share more. If you’re interested, please reach out. No pressure. No scams. I mean, look at those faces. If all we do is build community, then we’re happy.