

#buylocallowveld



@buylocallowveld

THINK

LOOK

BUY



LOWVELD

LOCAL

MEMBERSHIP PACKAGES

SIGN-UP TODAY!

www.buylocallowveld.co.za





WHAT BUY LOCAL LOWVELD STRIVES TO ACHIEVE

With your Membership Contribution



To stimulate, strengthen and grow the Lowveld economy through a strong consumer education programme (Social media and networking events).



To create an awareness of which businesses are locally owned (Our website directory and social media).



To encourage consumers to support these locally owned businesses so that our spend remains in the Lowveld to fuel our economy. (Website, social media and store front branding).



To grow local business thereby creating further job opportunities and a flourishing region.



EDUCATE

+



SUPPORT

+



IMPROVE

+



GROW

—

BUSINESS IN THE LOWVELD!



**BUY LOCAL
LOWVELD'S
GOAL**

This initiative aims to **STIMULATE**, **STRENGTHEN** and **GROW** the **LOWVELD ECONOMY** by encouraging you to buy what you need from businesses which are locally owned and run by lowvelders.

BRONZE PACKAGE

R150 PER MONTH

Or, R1650 annual payment
(11 months + 1 month FREE)

Listing on the website directory

Welcome post on our social media platforms

FREE digital badge

FREE vendor exhibition opportunity at events

**Excludes ticket to event*

Sharing of your social media posts if inclusive of the
Buy Local Lowveld badge and use of #buylocallowveld

Professional photoshoot (Includes 10 photographs)

*****EXCLUDED IN MEMBERSHIP:**

- Shopfront branding kits and signage
- Ticket entry to events

***Contract duration discounts:** We offer discounts on annual commitments.



Half page advertising space available.

SILVER PACKAGE

R350 PER MONTH

Or, R3850 annual payment
(11 months + 1 month FREE)

Listing on the website directory

Welcome post on our social media platforms

FREE digital badge

FREE vendor exhibition opportunity at events

**Excludes half-price ticket to event*

Sharing of your social media posts if inclusive of the
Buy Local Lowveld badge and use of #buylocallowveld

HALF-PRICE ticket entry to events

**Applicable to one representative of the business per event*

Professional photoshoot (Includes 10 photographs)

*****EXCLUDED IN MEMBERSHIP:**

– Shopfront branding kits and signage



***Contract duration discounts:** We offer discounts on annual commitments.

Half page advertising space available.

GOLD PACKAGE

R550 PER MONTH

Or, R6050 annual payment
(11 months + 1 month FREE)

Listing on the website directory

Welcome post on our social media platforms

FREE digital badge and 1x shopfront badge

FREE vendor exhibition opportunity at events

Sharing of your social media posts if inclusive of the
Buy Local Lowveld badge and use of #buylocallowveld

Blog post on our website linked to social media –
Icons of the Lowveld

FREE entry to events

**Applicable to one representative of the business per event*

Opportunity to be a guest speaker at our event

Professional photoshoot (Includes 10 photographs)

*****EXCLUDED IN MEMBERSHIP:**

– Shopfront branding kits and signage

***Contract duration discounts:** We offer discounts on annual commitments.



Half page advertising space available.



BRANDING CATALOGUE

Why should I brand my company and workplace with the BUY LOCAL brand?
To create awareness for local businesses so that they are easily identified, then supported by the community.

Through our educational campaign, we will spread the message to the buying public to: **THINK** about what you need to purchase and where you are currently shopping. Then **LOOK** around for local businesses, and where possible, choose to **BUY** from locally owned businesses.

STANDARD BRANDING KIT



**Colour options available*

R200

INCLUDES:

Digital Badge

Shop Front Sticker (300x300)

Vehicle Sticker (150x150)

2x Shop Front Posters (A3)



DIGITAL BADGE

**Colour options available*



SHOP FRONT STICKER

**Colour options available*



VEHICLE STICKER



**2x SHOP FRONT VINYL POSTERS
(Single-sided)**

ADDITIONAL BRANDING ITEMS



**Colour options available*



SHOP FRONT STICKER

300x300: R100

500x500: R170

**Colour options available*



SILVER ROWMARK BADGE

300x300: R300

500x500: R950



VEHICLE STICKER

150x150: R50

300x300: R100



ENGRAVED SUPERWOOD BADGE (Indoor)

300x300: R120



3D SUPERWOOD BADGE (Indoor)

300x300: R200

500x500: R600



PERSPEX BADGE

300x300: R300

400x400: R530

500x500: R840



LIGHTBOX (Excludes light)

R950



CLEAR PERSPEX TABLE STAND

R290



SHOP FRONT VINYL POSTERS (Single-sided)

Size: A4 | Cost: R50

Size: A3 | Cost: R100

(Comes in pack of 2)



SHOP FRONT PVC & VINYL HANGING POSTERS (Double-sided)

Size: A2 | Cost: R1000

Size: A1 | Cost: R1200

Size: A0 | Cost: R1500

(Prices include installation)

ADVERTISING PACKAGES

#buylocallowveld

As Buy Local Lowveld, we're excited to introduce a range of advertising packages designed to help local businesses gain more visibility and attract new customers through our website and social media platforms. Here's how you can leverage our platform to boost your business.

WEBSITE ADVERTISING PACKAGES

HOMEPAGE FEATURE

- Availability: We are offering space to 5 businesses
 - Description: Your business will get prime placement on our homepage with a logo and link to your website
 - Pricing: R1000 per month
-

DIRECTORY LANDING PAGE SPOTLIGHT

- Availability: Limited to 5 businesses
 - Description: Get your business featured at the top of our directory landing page.
 - Pricing: R800 per month
-

CATEGORY PAGE HIGHLIGHT

- Availability: Only 1 business per category can be featured
- Description: Your business will be highlighted on specific category pages relevant to your industry
- Pricing: R500 per month

'BECOME A MEMBER' PAGE ADVERTISEMENT

- Availability: We are reserving space for 3 businesses
 - Description: Advertise on our 'Become a Member' page to reach potential new members
 - Pricing: R600 per month
-

CONTACT PAGE PROMOTION

- Availability: Limited to 3 businesses
- Description: Advertise on our contact page to ensure your business is seen by engaged visitors
- Pricing: R400 per month

SOCIAL MEDIA PROMOTION PACKAGES

FACEBOOK HOMEPAGE PIN

- Availability: We can pin 2 businesses per month
- Description: Your business will be featured as a pinned post on our Facebook page for one month
- Pricing: R1200 per month

INSTAGRAM PROFILE FEATURE

- Availability: Space for 3 businesses per month
- Description: We'll feature your business on our Instagram profile, including stories and the main feed
- Pricing: R1000 per month



ADDITIONAL OFFERINGS

Content Creation Support:

Our team can assist in capturing content for your business:

- Photoshoot (15 pics): R1000
- Reel (30 sec – 1min): R1000

ADDITIONAL OFFERINGS

Advertising in Membership Packages Catalogue:

- Front page (Full): R7500 p/year
- Inside page (Full): R4500 p/year
- Inside page (Half): R2500 p/year
- Back page (Full): R3500 p/year

BUNDLE PACKAGES

BASIC PACKAGE

Includes: Homepage Feature + Category Page Highlight

Pricing: R1300 per month (*Saving R200*)

CORE PACKAGE

Includes: Homepage Feature + Directory Landing Page Spotlight + Facebook Homepage Pin

Pricing: R2500 per month (*Saving R500*)

SIGNATURE PACKAGE

Includes: All website advertising options + Facebook Homepage Pin + Instagram Profile Feature.

Pricing: R4,500 per month (*Saving R1000*)



Half page advertising space available.

#buylocallowveld

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Full page advertising space available.

www.buylocallowveld.co.za

060 123 5683 | branding@buylocallowveld.co.za