

VERDIN MARKETING

July Work Samples

VERDIN



Uplift

Central Coast

Brand Guidelines

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Uplift Branding

“
**What counts most to us at
A&M Flower Growers is that**

what we grow here
in Santa Paula can
make anyone's day,
anywhere in the
country.”

Albert Castaneda, Jr.
A&M Flower Growers



Count On responsive agribusiness
financing with competitive rates.
Community West Bank is an approved
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Let's work together™

CommunityWestBank.com



See Full
Options



Community West Bank Agribusiness AD print



Greater Vallejo Recreation District

GVRD promotes wellness and healthy lifestyles
by providing safe parks and innovative and fun
recreation programs for all residents.

BOARD OF DIRECTORS

Rizal Aliga
Robert Briseño
Stacey Kennington
Wendell Quigley

GENERAL MANAGER

Gabe Lanusse

Greater Vallejo Recreation District Stationary Letterhead



Make a SPLASH

Stop by our booth for a
whirlpool of savings

Located at
the MAIN fair
entrance.

Come say hi to Jesse,
Steve or Donny—
we are happy
to help!



HOT TUBS & SPAS

STARTING AT JUST
\$5,800

Marquis and Nordic Spas
in a variety of styles, shapes
and colors to choose from.

Including *up to \$200 worth of
(FREE) chemicals and supplies* to
keep that new tub looking sharp!

Special financing options available.

Experts on hand.

Buy local and we will walk you
through the entire process from
purchase, to install, to how to
care for your tub.



SHOP ONLINE AT idlershome.com

OR ANY OF OUR four Central Coast locations.

IDLER'S HOME: It's how we say "Ahhhhh"

Idler's Mid State Fair Program Ad

Idler's Quarterly Newsletter

Idler's Spokes

Q2

2

IDLER'S EVENTS

We had a beautiful cooking show this month, with all sorts of grilling on the Traeger by Chef Trish from Paso Catering. From pizzas to ribs, veggies and even dessert! The guests were so pleased and they were able to enjoy wine, beer pairings and even cocktails from an adorable, and very central coast cocktail trailer! We were able to feature SLO Food Bank as our non profit of the month. We will be taking a summer break and will back at it in September!

Check out Jesse Alvarez and smoko the bear at the recent safety fest in PASO! What a great day to share grilling safety with the community. The Mid State Fair is fast approaching and our crew, including Jesse, Steve and a blast from the past, Donny Stiver, will be working the long hours the entire length of the fair. We will be at the main grandstand entrance, ready and waiting to answer any questions and sell those spas!



Hi spokes—Can you believe we are halfway through 2023 already?!

Time really does fly! We saw great foot traffic in ALL stores over Memorial Day and throughout all of May as well as a lift in sales. Getting back to relationship building and connecting with our customers and future customers is a top priority moving forward! Take those business cards with you to church, the grocery store, your kids soccer games—you NEVER know when you might meet someone with a need that we can fill. There is a lot on our horizon, we have our July 4th sales and promos happening, the Mid State Fair is coming up and people are out on summer breaks. Keep your minds sharp and stay focused (and keep the A/C on!)

Keep up all the good work!



IDLER'S HOME

Idler's Spokes

Q2

3

Team Shoutouts!

PLEASE JOIN US IN WISHING EVERYONE A HAPPY BIRTHDAY.

7/6 Kerry K.	8/1 Roberto N.	8/19 Sasha A.
7/7 Keith R.	8/4 Joel L.	8/22 Andrew V.
7/13 Colleen N.	8/8 Scott P.	8/26 Steven C.
7/14 Benjamin V.	8/9 Robert A.	8/29 Fashionista Mike P.
7/17 Dianne W.	8/7 Monica R.	
7/25 Daniel G.	8/11 David A.	
7/27 Denys B.	8/12 Diego M.	

CONGRATS TO OUR TEAM ANNIVERSARIES

Wade F 24 years!	Gabe 25 years!!	Daniel G 10 years!
	Kevin C, Denys and Dayle R 7 years!!	

Idler's Spokes

Q2

3

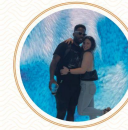
Spectacular Spoke EMPLOYEES OF THE QUARTER

These folks are given this esteemed award for going above and beyond, for our customers, for their peers and for this company. They are all around awesome spokes in our Idlers Home wheel.

SLO TEAM MEMBER

Cody Bible,
Installer SLO

- New to the team and hired from the temp agency, Cody is an amazing fit to the crew! His positive attitude and willingness to learn is a gem.
- Cody grew up with his mom, 2 younger brothers and stepdad. He was very involved in football and sports.
- When not at work he spends time with his girlfriend and family, enjoys movies, video games and adventures around the Central Coast.
- His biggest life lesson he has learned so far is that "with every obstacle you find along the way, you WILL find a way through it!"



PASO TEAM MEMBER

Joe Johnson,
Lead installer

- Joe was born and raised in Bakersfield and is the second of four children (and yes the only boy!) He has 1 daughter, 4 nephews and 2 nieces.
- He enjoys playing basketball and tennis, going on hikes, tossing the football on the beach, traveling and enjoying time with friends. His favorite teams are the Lakers, Yankees and 49ers.
- His biggest life lesson he's learned is to "treat everyday as if it's your last".

SANTA MARIA TEAM MEMBER

Juan Caballero,
Lead Installer

- Juan has been part of the Idler's Home family since 2017! He is a mentor, trainer and leader to his team. He is calm under pressure and is very genuine.
- He always has a positive attitude and that reflects on those around him.
- He enjoys martial arts and although he didn't share a lot with us, we know he loves his family and his friends admire him.

Verdin Marketing—JULY WORK SAMPLES

VERDIN

2023 Marketing and Fan Experience Plan

SAMANTHA JUDD PHOTOGRAPHY



TRAINING CAMP 2023



VENTURACOUNTYCOAST.COM/DALLASCOWBOYSTRAININGCAMP



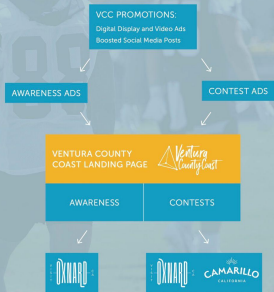
Dallas Cowboys Training Camp

Ventura County Coast (VCC), in collaboration with Visit Oxnard, Visit Camarillo, Visit Ventura, and Discover Port Huemene, will leverage resources and execute a comprehensive marketing strategy to promote the highly anticipated 2023 Dallas Cowboys Training Camp. Through a carefully planned and executed advertising campaign, Ventura County Coast will strategically aim to raise awareness and encourage attendance at the training camp, focusing on target markets in Texas, Ventura County, and the surrounding areas. In addition, our destination partners will actively contribute to the promotion of the training camp through a combination of indoor and outdoor advertising initiatives. By fostering and cooperation, we are confident that the 2023 Camp will deliver an unforgettable experience.



VCLA Cowboys Marketing Plan

Campaign Flow



Through digital display and video ads, users will be driven to a Dallas Cowboys Training Camp microsite on VenturaCountyCoast.com. Users will have the option to click over to both the Visit Oxnard and Visit Camarillo landing pages. The contest prizes for each destination partner will include information on the 2023 Dallas Cowboys Training Camp and details on how to enter to win the giveaways.



Out and About Oxnard Fan Night

FEATURING THE DALLAS COWBOYS CHEERLEADERS

Visit Oxnard will facilitate a Fan Night activation in partnership with the Dallas Cowboys organization at The Collection at RiverPark in Oxnard. This will be a free community event for fans with performances by the Dallas Cowboys Cheerleaders and an appearance from Cowboys mascot Rowdy, with opportunities for photos and autographs. The event will also include Dallas Cowboys trivia, contests, giveaways and more.

A "Coastal Grandmother" Road Trip to Arroyo Grande

Arroyo Grande CALIFORNIA
June 30, 2023

A "Coastal Grandmother" Road Trip to Arroyo Grande

Arroyo Grande



If you're in search of a road trip destination that offers an escape from your daily routine and has serious "coastal grandmother" vibes, you will find it in the charming and iconic Highway 1 destination of Arroyo Grande. You might be asking yourself, "What is a coastal grandmother?" Let us break it down. (And no, you don't need to be a literal grandmother to adopt this trendy vibe!) Search this key term on TikTok, and you'll find a plethora of content from creators of all ages and genders showcasing a quaint, clean aesthetic that's straight out of a Nancy Meyers rom-com. Think linens, fresh flowers, a crisp glass of white wine, farmers market finds and a good book.

Getting Here

"It's (Not) Complicated"

Visit Arroyo Grande "Coastal Grandmother" Blog

July 5, 2023

Uplift Central Coast

Public Awareness Strategy

Strategy Goal

The goal of this strategy is to create brand awareness and a pathway to educate, inspire connection and increase engagement throughout the region for the new organization known as Uplift Central Coast. This strategy brings together owned and earned media tactics cohesively to amplify the mission and the work being done.

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Uplift Public Awareness Strategy