



Economic, Community & Education Development Branding and Outreach

# Case Study: Arizona SBDC Network Branding and Marketing Outreach

We worked with the Arizona SBDC Network to create and build a strong, identifiable brand and to develop an arsenal of high-impact marketing and outreach tools, including the AZSBDC's gateway website at [www.azsbdc.net](http://www.azsbdc.net) and the project examples that you see here.

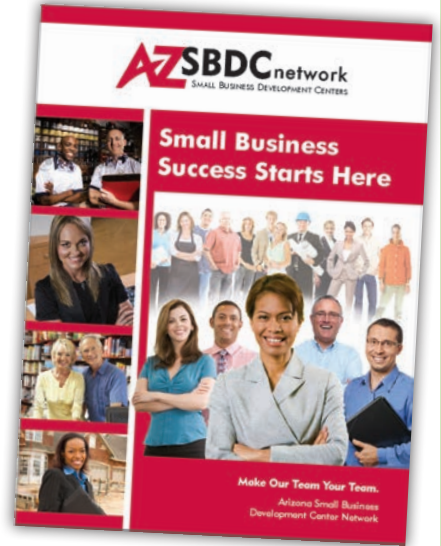
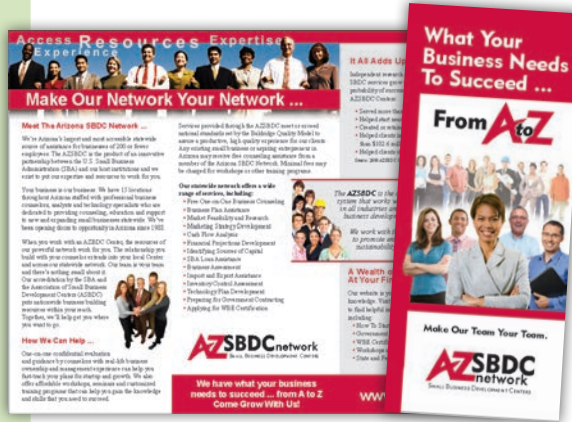
Today, the AZSBDC brand, outreach program and grant reporting systems are considered to be high performance standards. The Network's *Core Annual Report* (2012) and *Jobs Initiative Report* (2012) were recognized as Best Practices by the SBA. The *Understanding Economic Impact* collateral that we developed in 2012 has been identified by the ASBDC as a model for similar stakeholder communications.

Our SBDC resume includes work at the local, regional and state level in Arizona and Illinois, and as a presenter at ASBDC, SBA, SBDC and WBC events.

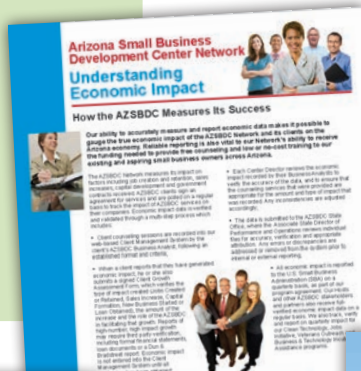
Ask us how we can help you raise the visibility of your SBDC program, effectively and affordably.  
— Lori Martinek, ED/c Partners



**Branded Identity**  
The Network's logo is clean, strong and modern. It is versioned for each of the SBDC Centers locations.

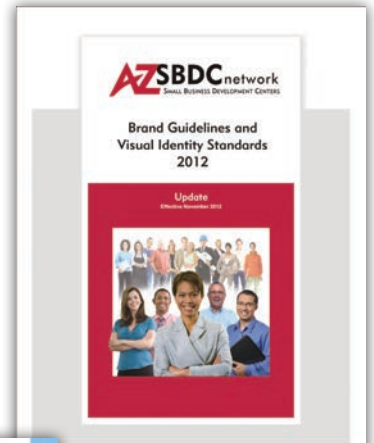


**Network Presentation Folder**  
This folder presents a strong, professional image and builds the brand among key partners, stakeholders and high economic impact clients.



**Network Services Brochure**  
This full-color brochure tells the story of the AZSBDC, its wide range of services and the value and impact of its offering on the Arizona statewide economy.

**Understanding Economic Impact**  
This easy to understand piece outlines the detailed process used to collect and verify economic impact data. It is an original concept that was created for the AZSBDC.



**Visual Identity Standards**  
Standards governing the proper usage of AZSBDC Network logos and other elements, SBA logos and disclaimers and Host Institutions logos are outlined in this detailed electronic guide.



**Annual Report**  
The AZSBDC Annual Report and Success Awards Program includes success stories, economic impact data and Center profiles.



**Network Gateway Website**  
The AZSBDC website is a gateway to resources, Centers and AZPTAC.

[www.edcgrow.com](http://www.edcgrow.com)  
[www.sbdcpartners.com](http://www.sbdcpartners.com)  
(623) 680-0806  
[ljm@edcgrow.com](mailto:ljm@edcgrow.com)



Network Map  
The AZSBDC map illustrates statewide coverage and synergy with AZPTAC.

**AZSBDC network**  
Small Business Development Centers

**Small Business Success Starts Here**

**News from the AZSBDC Network**

**Upcoming Events**

**The Bottom Line**  
by State Senator Justice C. Washington, C.P.A.

**What Our Clients Are Saying...**

**New Programs and Partners**

**Featured Center AZSBDC**

**Resource Links**

Network E-Newsletter  
We produced the AZSBDC e-newsletter and grew their database to more than 12,000 contacts.

**AZPTAC network**

**Procurement Technical Assistance Centers**

**Locations Across Arizona**

**Identify Government Procurement Opportunities**

**Assist in Registrations and Government Certifications**

**Market to the Government**

**Bid-Match Services**

**Identify Subcontracting and Teaming Opportunities**

**(623) 845-4700**  
**www.azptac.com**

**AZSBDC network**  
Small Business Development Centers

**Small Business Success Starts Here**  
Come Grow With Us!

**Upcoming Event**

**Workshop Title Here**

**Presented By...**

**Learn How To...**

**Register Today!**

Workshop Templates  
This branded template series presents a consistent professional image for all Center events and can be used as a flyer, poster or embedded electronic announcement.

# AZPTAC network

Procurement Technical Assistance Centers

**Grow Your Business Through Government Contracting**

**AZPTAC Can Help**

**AZPTAC Services include:**

- Technical Assistance
- Contractor Registration and Certifications
- Identify Contracting Opportunities
- Bid-Match Services

**Government Contracting & Procurement**

**From AZ to AZPTAC network**

Procurement Technical Assistance Centers

AZPTAC Marketing  
We developed the logo and collaterals for AZPTAC, which is a specialty program of the AZSBDC.

**Arizona Small Business Development Center Network**

**2012 Economic Impact At-A-Glance**

**We're helping to rebuild the Arizona economy, one business at a time**

**Summarizing AZSBDC Network Performance in 2012:**

- Our small business clients increased their collective sales by nearly \$64.2 million.
- More than \$38.8 million in loans and other capitalization was secured by our clients.
- An impressive 1,477 Arizona jobs were created or retained by our clients.
- More than 3,100 small businesses sought one-on-one counseling from the AZSBDC.
- Nearly 5,400 attendees participated in AZSBDC workshops or events.
- And 352 businesses were started by AZSBDC clients.

**Clients Served**  
Counseled: 3,177  
Attended Training: 5,367  
Jobs Created: 1,477  
Jobs Retained: 234  
Business Starts: 352  
Capital Raised: \$38,833,248  
Increased Sales: \$64,279,900  
Contracts Awarded: \$14,759,686  
SBA Loans Value: \$3,688,100\*

**The AZSBDC brings assistance to every level of the economy.**

- 49% of our business counseling clients were women;
- 21% were minorities; and
- 17.8% were Veterans;
- 51% of our training clients were women;
- 18% were minorities; and
- 11% were Veterans.

Economic Impact At A Glance  
Provides summary economic impact data to stakeholders, partners and legislators.

**EDC PARTNERS**

Economic, Community & Education Development  
Branding and Outreach

**www.edcgrow.com**  
**www.sbdpartners.com**  
**(623) 680-0806**  
**ljm@edcgrow.com**