



Putting Made in Nevada to work for your business....

Small business—the backbone and lifeblood of Nevada’s economy—make up 98 percent of all Nevada businesses. Nevada’s future wealth relies on small businesses because tomorrow’s jobs will come from your business success today.

Made in Nevada, Inc., is a nonprofit cooperative corporation made up of business owners like you who are committed to doing business in the state and raising consumer awareness of Nevada-made products and art. Through a collective marketing effort, they are branding their pride in Nevada.



BRANDING NEVADA’S BUSINESSES

Made in Nevada, Inc.
is a Nevada-based
nonprofit cooperative corporation.

Its purpose is to promote awareness of
Nevada-made products and art through
educational outreach, trade shows and all
forms of print, broadcast and
electronic media.

For more information about Made in Nevada,
call (775) 315-5718 or visit madeinnevada.org.

Made in Nevada, Inc.
P.O. Box 1268
Carson City, Nevada 89702
(775) 315-5718
madeinnv@gmail.com
madeinnevada.org



MADE IN NEVADA

A strong brand is a company's most valuable asset. A brand can provide the competitive advantage a company needs. The Made in Nevada logo—a registered trademark—identifies products that are proudly made in Nevada.

Opportunities

Made in Nevada provides its member companies with the use of its distinctive trademark, stories to the Nevada media about your business, a variety of locations to display your products and connections to strategic partnerships.

Membership Eligibility

Made in Nevada membership is open to qualified Nevada businesses. To be considered eligible 50 percent of the end product must be designed, produced, assembled, packaged or otherwise substantially transformed within the state of Nevada.

Eligible participants include manufacturers, artists and producers of gift items, food items, agricultural/pet products, software and intellectual property designers, and retailers that advertise and promote the sale of Made in Nevada member products.

Ineligible Participants

- Service providers
- Product distributorships or franchises
- Educational institutions
- Fraternities, sororities, booster or service clubs
- Churches or religious orders
- Hospitals or vocational rehabilitation facilities

Benefits

Member businesses may utilize the distinctive trademark of the Made in Nevada brand. The mark gives businesses a competitive edge with a more recognizable look so consumers will easily identify products made in Nevada.

Made in Nevada businesses are profiled on the Web at madeinNV.com, giving companies the ability to connect consumers and other businesses to information about products they offer. The profiles include up to six product photographs and advertising copy, which can be uploaded or changed by member companies 24/7.

Members are provided with media coverage for advertising support, events, opportunities for product display, networking and trade shows such as farmers' markets and the highly successful Made in Nevada Marketplace held each spring.

Members will also be featured in the award-winning *Made in Nevada Catalog* published annually.

Membership Dues

Made in Nevada, Inc., is supported through membership fees and grants. Companies have the option to join at three annual membership levels—General Membership \$50; Silver Membership \$150; or, Pride Membership \$500. Individuals may become a Friend of Made in Nevada with a \$100 membership.

Testimonials

As a very small business—I sell my sourdough cookbook, *The Sourdough Cook in Buckaroo Country*—through the Made in Nevada website. Half of my sales in the 9 years I've been a MIN member have been through MIN.

Sharon Arnold
Great Basin Sourdough Starter Co.

Made in Nevada has worked really well for my brand. The exposure and the leads generated helped to put Reno eNVy on the map. I would recommend it to business looking for a cost effective way to market and sell their products.

Scott Dunseath
Reno eNVy

I have had quite a few people tell me that they saw our ad in the *Made in Nevada Catalog*. Some months back, I was in Senator Harry Reid's Washington office, and right there on the table was the catalog. To say the least it was nice to be able to show him our ad. I thought that was cool.

Gus Gutierrez
Tortillas, Inc.

