

SASKWORKS CO-OP MARKETING

SaskWorks Co-op Marketing program assists advisors with the design and implementation of SaskWorks-focused marketing activities. Advisors will be reimbursed for 50% of pre-approved expenses associated with such initiatives. Co-op marketing projects may include but are not limited to:



Television: 15 or 30 second commercials on local networks to put a face and a voice to your name. A media consultant will assist with choosing the appropriate channels, times, and frequency for your budget and goals.



Print: Traditional print advertisement in publication(s) of your choosing. Ad size and distribution depend on your budget and target audience.



Radio: Complement other advertising mediums with a personalized 15 or 30 second spot as part of a SaskWorks pre-designed ad to reach a local and rural audience.



Outdoor: Capture the attention of viewers on large outdoor billboards, either static or digital in various locations across the province.



Washrooms: They have nowhere else to look when using the toilet or drying their hands so why not make it an ad with your name and information? Choose from local restaurants, fitness facilities and education centres.



Digital: Digital ads on desktop or mobile devices that direct traffic to your website or landing page of your choice. Social media ads are also an inexpensive option to reaching a large but targeted audience on a digital platform.



Mail Drops: SaskWorks coordinates targeted mail drops of customized marketing brochures to key areas of Saskatchewan. Locations are allocated on a first-come, first-served basis.

*Deadline to express interest, provide imprint information and indicate target locations: **Friday, October 15th, 2021***

*Deadline to provide proof of compliance approval on brochure imprint: **Monday, October 25th, 2021***

*Delivery of brochures: **Friday, November 26th, 2021***



Personalized Brochures: SaskWorks will imprint the current marketing brochures with your contact information free of charge. The minimum order per imprint is 100 pieces and can be ordered at any time throughout the year.



Seminar/Event: SaskWorks will co-sponsor informational seminars and events that you would like to host, including developing and distributing personalized invitations for the event.

Due to an anticipated January sell-out, October/November campaign dates are recommended.

If you would like to participate in SaskWorks 2021/2022 RRSP season program, please express your interest to austinbentz@pfm.ca or complete the online Order Form found at saskworks.ca by **Friday, October 15th, 2021**.

We will do our best to accommodate all advisor-led initiatives but approval of requests received after November 30, 2021 cannot be guaranteed.

Please allow at least three weeks for custom projects to ensure that there is ample time for design, compliance approval and production.

All Co-op Marketing forms that need to be completed can be found under the **Advisor Resources --> Co-op Marketing** section on the SaskWorks website or at saskworks.ca/advisor-resources/co-op-marketing

Any questions, contact Austin Bentz, Investor Relations Analyst at austinbentz@pfm.ca.