



OFFICE OF THE COUNTY ADMINISTRATOR

COUNTY OF SONOMA

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March 27, 2012

Dear Advertiser:

As you may be aware, we have been in the process of updating the Program policy, to be implemented for fiscal year 2012-2013. The Board of Supervisors approved the new Advertising & Promotions Policy (attached) on March 27, 2012. There are a variety of changes to the general policy statements as well as new and amended grant categories and requirements.

One new aspect of the Program for fiscal year 12/13 is that all organizations will be required to apply/request advertising grant funds. Applications/requests will be reviewed individually, regardless of historical grant awards. Any entity, regardless of current and historical participation, is eligible to apply/request. The application form is attached and is due, for the categories listed on the application, by **5:00 pm April 25, 2012**.

I will also be hosting a discussion session for any interested parties to review the changes to the policy, the new application process and requirements, and any other Advertising Program related topics and questions. This meeting will be held on **Friday, April 13, 2012 from 9:00-11:00 am** in the CAO Administrative Conference Room – 113A, located at 575 Administration Drive, Santa Rosa. If you are planning to attend this session, please RSVP to me by **end of the day Monday, April 9th**.

If you have any questions regarding the program, policy and/or application, please feel free to contact me. This material will also be posted on the Advertising Program website (http://www.sonoma-county.org/cao/adv_program.htm) as soon as possible.

Thank you, and good luck!

Jennifer Rogers
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