

DATE

Dear Valued Business Owner:

San Benito County is excited to announce a new partnership with CGI Communications, Inc. to create a series of professionally produced online videos to highlight everything our community offers residents, visitors, and business owners.

In addition to creating the videos, CGI is ensuring they are seen. For many businesses, getting noticed online can be a challenge, however, **utilizing video dramatically improves visibility and drives more action to your website** than static pages, with the demand for video climbing even higher for users on mobile devices.

With an easily viewable interface on the official county website, this video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and the businesses supporting the program. In addition, the county's official website will backlink to CGI's [www.elocalink.tv](http://www.elocalink.tv), which hosts the Video Tour.

We are dedicated to highlighting the advantages of living and working in San Benito County; advantages that include access to our wonderful business community; and we feel that this video program can be widely successful. We encourage you to consider participating in this county-wide program as it provides an exciting opportunity to showcase your business and utilize the power of video on your own websites and social media pages.

To learn more about sponsorship opportunities or to request an appointment please e-mail [BrandonB@cgicommunications.com](mailto:BrandonB@cgicommunications.com).

Best Regards,

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