



Frequently Asked Questions

- ◆ **Who is CGI Communications, Inc.?**
Formed in 1987, CGI Communications, Inc. is the leading provider of high-impact marketing solutions to counties nationwide. CGI is one of Upstate New York's top growth companies, receiving multiple Top 100 Awards in the Greater Rochester Area.
- ◆ **Are there any hidden costs?**
No, there is never a point where our county participants ever see an invoice for any services we provide.
- ◆ **What if no businesses sign up for sponsorship?**
Even if zero sponsors participate, your county will still receive the program at no cost. There is no threshold or minimum sponsorship requirement.
- ◆ **How long is the production time line?**
The welcome video can be completed with in a few weeks. The entire video production is typically about 12 -14 weeks, but can vary depending on what time of year filming is preferred.
- ◆ **What is the relationship between CGI and the National Association of Counties?**
CGI is a proud Premier Corporate Member of NACo and provide a myriad of digital marketing tools to showcase and promote many NACo members. Our County Showcase Program is an opportunity that both members and non-members can participate in.
- ◆ **Who fulfills the sponsorship element of the County Video Program?**
CGI takes care of all sponsorship fulfillment, however if your county would like to recommend businesses to have first right of refusal, we encourage and welcome you to do so.
- ◆ **Do we have a choice of what season we are filmed in?**
Absolutely! It is our goal to film counties in the season you feel best represents your county as a whole. In addition if you have existing video content you would like us to incorporate, feel free to submit the content to us.
- ◆ **Do we need an official representative in our Welcome video?**
Absolutely not! It is your community's choice on whether or not you would like to have a civic leader represented in the welcome video.
- ◆ **Does our county have a choice in what type of establishments can participate in the sponsorship fulfillment?**
Of course! Your county has a say in the types of businesses that are featured. We simply need to know prior to the beginning of the sponsorship fulfillment campaign. For further information, please request CGI's Sponsor Policy for your records.
- ◆ **Is there a special rate for non-profit organizations that want to get involved?**
We provide a Community Organizations chapter that creates an opportunity for local non-profits to garner exposure on our program at no-cost.