



Invitation: Partnership Opportunity

Join us in serving the businesses of BC's rural islands and remote coastal communities!

RisingTideBusiness.ca

About

Rising Tide, Phase 1 (2021 to 2023)

Supporting BC's island and rural coastal businesses to thrive with local creative Talent.

As a non-profit program founded by **the Rural Islands Economic Partnership**, *Rising Tide Business Services* first launched in July of 2021 through the concept of a 'rising tide lifts all boats'.

Rising Tide helps BC's small, rural, remote coastal and island businesses move successfully through the frustrations of working in an ever-changing digital environment by providing cost-effective solutions to help grow their business.

By offering an approach that responds to non-profit and small business challenges, we:

- Tailor high-end services, such as SEO and Google Ads, for small budgets (reducing cost, ensuring proper set-up).
- Remove common tech challenges in the design, maintenance and support of an online marketing plan.
- Use the latest technologies and tools to enable strategic marketing plans (AI, cost-effective solutions).
- Create scalable solutions for websites and ecommerce.
- Provide efficient Client Account Management and support for strategy.



Delivering **30** websites
and e-commerce
solutions



Serving as the preferred digital
marketing supplier for the
BC Farmers Market Association.



Digital
Marketing
Training

Empowering and educating
business owners and
entrepreneurs to launch their
business online.

OUR IMPACT



Supporting 15
social media,
SEO, and
Google Ad plans
and programs.



75

Supporting over 75
Business + through the
Marketing Helpline,
guiding them through
digital marketing
decisions.

Through Rising Tide's
Creative Collective, Rising
Tide has contributed income
to 8 entrepreneurs
who are coastal artists,
tourism providers and
Indigenous Youth.



OUR WORK

Rising Tide has helped small business and community non-profits with solutions that include:

- **Websites** that are easy to manage, modern and functional across mobile and desktop.
- **E-commerce** that helps to streamline administration
- **Search Engine and Google Ads Strategy** helping businesses to generate leads through Google search.
- **Social Media** that highlights the best of your business, service and products in an engaging and consistent way.



Salt Spring Island
CHEESE



SAORI
Salt Spring



BCA MOVEMENT
ARTS SOCIETY

Rising Tide

Phase 2 in 2024



- Post-pandemic, Rising Tide is now evolving to become a sustainable operation, at the service of the rural coastal and island communities that require **creative solutions** to assist start-ups and micro-business struggling to survive and thrive, and for new, circular businesses to emerge.
- We envision working together with key community partners to offer **not-for-profit marketing services** as a member and community benefit that is offered through channel partners such as local chambers, resource centers, tourism associations and the like.
- **Joining as a Partner** can strengthen local organizations with a mandate to support businesses and other community non-profits, while building up the capacity of their members and stakeholders.

BENEFITS: for YOUR organization's members and stakeholders include:

CLIENT-CENTERED SERVICE



We understand the pain points of the small island/rural business lens and have learned from and supported clients through specific challenges to better meet their needs.

COST SAVINGS



Our services help clients to plan effectively, within their budgets, and helping for businesses to see the costs and benefits of all their decisions.

SUPPORT FOR LOCAL CREATIVES AND TALENT



We meet client needs by creating a project team that is **locally-sourced**, providing you with the right skills for the solution, while contributing to your local rural economy.

Benefits

For Rising Tide Partners



5% of every client sale returns to our partners to support their organizational goals.



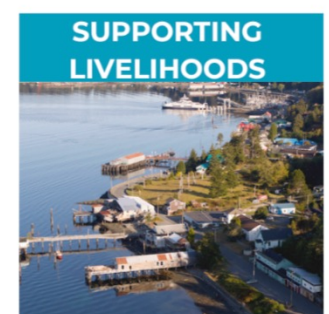
Your members will receive access to a local project team that will serve their specific marketing needs.



Your organization will be co-branded with Rising Tide and recognized in your community for this program.



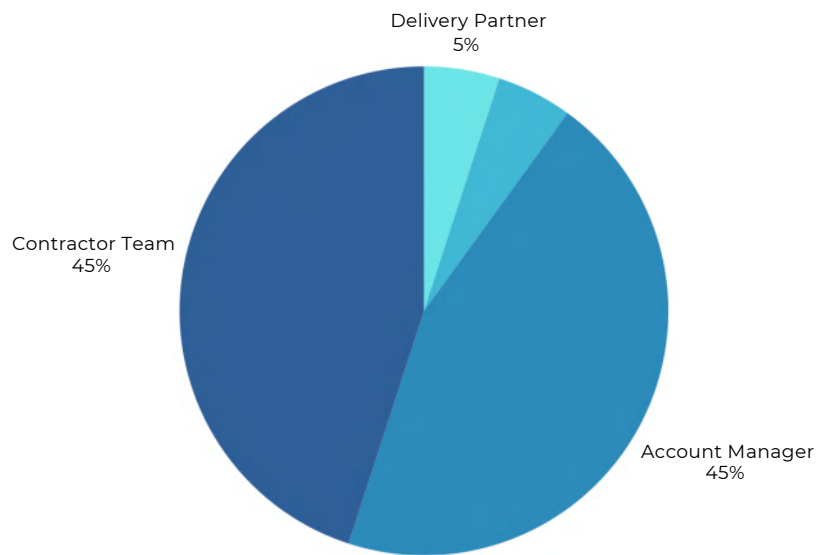
Access funding support that aligns with economic development and up-skilling for digital transformation.



Technical and Creative Freelancers will access local markets, in a rapidly changing digital and labour marketplace.

Revenue Sharing and Future Planning

Rising Tide Business Services



Niche

—

We offer a marketing service of quality that would be cost-prohibitive for start-ups and small business.

Sustainable

—

We maintain a break-even service that has many co-benefits as described for partners benefits.

Agile

—

We provide a market advantage that is more focused according to the small business market needs.

We are equipped to adapt to system disturbances and opportunities i.e. Pandemic, AI-powered alternatives.

Onboarding

Next Steps To Join

Becoming a partner also provides to access to our network and ecosystem of organizations working together to ensure small businesses and innovative industries thrive.

We will provide our partners with special opportunities for their members such as:

- Education on business operations and digital transformation.
- Funding opportunities
- Consultation on your own organizations marketing and communications needs.

YOUR
LOGO



Webinar Overview

- Promotional marketing kit and program walkthrough.
- Review touch points and channels to promote to your members.



RIEP/Rising Tide Partner Agreement

- Payment schedule
- Agreement provisions
- \$100 registration fee