

Storytelling that gets results

- **EXPERT COPYWRITING**
- **CONTENT STRATEGY**
- **TARGETED DISTRIBUTION**

WWW.AFFINITYCONNECTION.COM

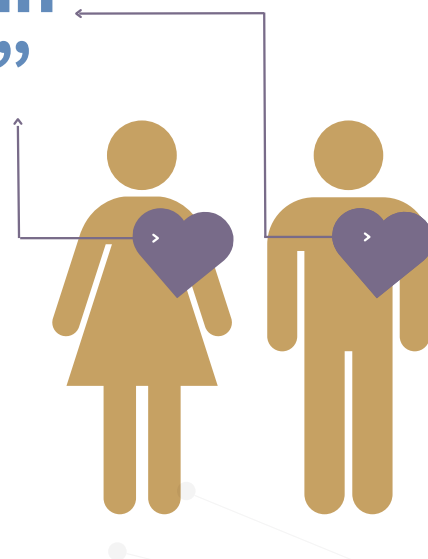


Steve Jobs said,

“The most powerful person in the world is the storyteller.”

At Affinity Connection, we have proof that compelling stories make the most powerful marketing. Your relationship with your customers is built on the story that lives in their hearts and minds about your mission, your products, your services, and your brand. Your story can drive results:

- New leads and new customers
- Increased sales to existing customers
- More funding from donors or investors
- New partnerships to support growth



Embrace expert storytelling and generate the results you need.

Amplifying the stories of:

- HappyValley Industry
- Startup Alleghenies & Alleghenies Marketplace
- Penn State Research
- KCF Technologies
- Wolf Heart Sales
- Bedford County Development Association
- SCASD Education Foundation
- State College Food Bank
- Rensselaer Society of Engineers
- Alumni interest groups at colleges and universities across the country



Strategic content solutions



Social Media & Event promotion



Eletters & Websites



Documents & Publishing

Expertise.

Affinity Connection is a leader in business communication based in State College. Over the past 40 years, hundreds of thousands of readers have been reached through our websites and publications.

Strategic content solutions

STAKEHOLDER AUDIT \$5,000 (estimated, based on list size)

- Prioritize your audiences
- Electronic survey to capture their points of view
- Analysis of responses to uncover misalignment or gaps in messaging
- Executive summary report on findings
- Recommendations for content strategy
- 4-6 week timeline

COPYWRITING

Articles \$350

- Tailored to your specific publications or distribution channels
- Researched and written by an experienced professional
- Approx. 750-word standard, includes editing, revisions, and approval
- Inclusion in HappyValleyIndustry.com is also available

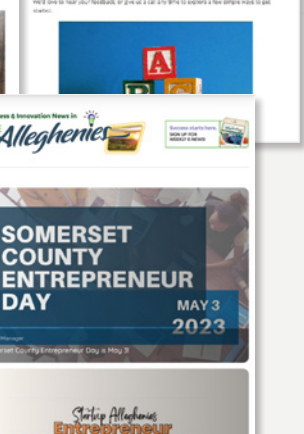
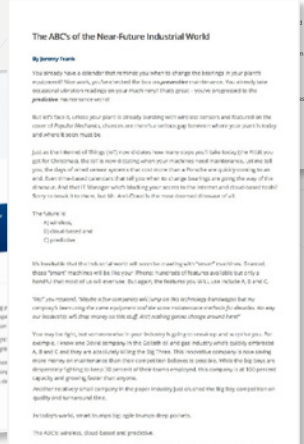
Eletters \$950

- Up to 3 articles (350-500 words) tailored to your audience
- Researched and written by an experienced professional
- Professional layout in email marketing software (of your choice)
- Distribution (to a list you provide)
- Distribution list development also available
- One-time or regular frequency available (i.e. monthly or other)



MISTAKE
#1

Think of it this way.
Take the tale of two Cadillacs...



Results-based storytelling

Affinity Connection's content solutions team includes experienced marketing professionals with expertise in understanding the specific point of view of a target audience and creating stories that move them to action.

Stories crafted by our team are more than compelling—they are results-based, designed to achieve specific goals.

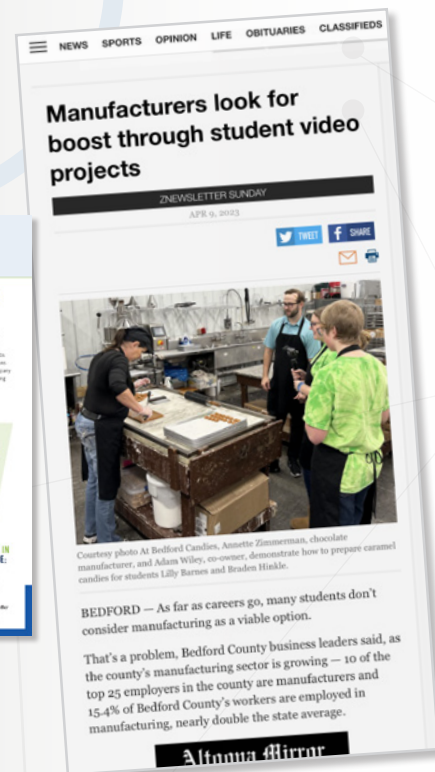
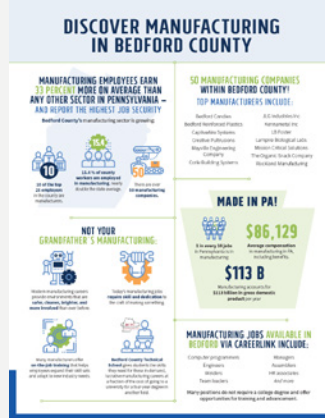
Press Releases \$500

- Tailored to your media audience
- Researched and written by an experienced professional with a media relations background
- Approx. 500-750 word standard, includes editing, revisions and approval

- Key takeaways
- Infographics
- Supplemental information
- Important statistics
- Media list development is also available
(request a quote)

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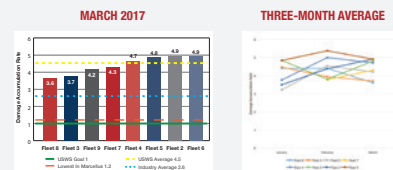
- 3-email series tailored to your audience (*to a list you provide*)
- 500-word article or press release with key details
- Inclusion in HappyValleyIndustry.com weekly eletter is also available
- One-time announcement also available (*article fees apply*)



The smoother we run our equipment, the safer and more profitable our company will be.

Damage Accumulation is a calculation that quantifies the amount of wear and tear our frac fleets endure.

YOUR GOAL:
Minimize harmful and dangerous running conditions (cavitation, loose packing nuts and leaking D-rings, bad valves/seals, etc.) as much as possible while still making rate.



CONGRATULATIONS!
Thad Reed (Service Supervisor Fleet 3), Jason Yates (Service Supervisor Fleet 6) and David Kipp (Sr. Technical Professional Fleet 2) have all been utilizing FracMD to monitor stages. By utilizing the live dashboard, these professionals have been able to reduce damage and extend equipment life.

CONTACT INFO:

To arrange training or site visits: Chris Williams | cwilliams@kcftech.com, 570-651-5617

Questions about how to use the service: Sentry Services | sentry@kcftech.com, 814-867-4097 ext. 130

Technical Support: support@kcftech.com or 814-867-4097 ext. 188

TIP OF THE MONTH

See a leaking packing or D-ring? Address it immediately!
Water leaving the system = air entering the system.
This creates damaging cavitation.



A FREE workshop & mixer for entrepreneurs.
*This event is comprised of an expert presenter, creative workshop,
 and an opportunity to network with like-minded entrepreneurs!*



Why are hundreds of plant managers catching failures and disruptions on their winders machines, using predictive maintenance over outdated, ineffective methods? Sophisticated technology that helps you protect your winders from major mechanical failure is nothing futuristic—it's the solution that your plant needs now, and that your inspectors are already using.

Any of these sound familiar?

- Gearbox and bearing failures in winder machines
- Gearbox and bearing failures in press section dryers and winders in paper machines
- Process disruption in run-in valves and run-in sensors in run-in lines



ks Ben. You were the reason they selected this award so I am very grateful to you. I was in town last week to attend the reception. I remain proud of the work that we accomplished, but even more thankful that the whole team (PdM guys, Reliability Team, and CCF) was able to share in the evening. Most of our folks have never been part of anything like it. It felt like we won the Super Bowl."

"I've been in the field of condition-based monitoring for 20+ years, and this has been the most rewarding implementation. We started out with a 24-sensor 'starter kit' and have grown to approximately 150 sensors over the past year."

- Dan Warren, CRM Analyst/Team Leader, Dow Corning

Targeted distribution



DIRECT MARKETING MANAGEMENT VIA U.S. MAIL OR ELECTRONIC *Request a quote*

- Distribution list development
- Print production and/or email management

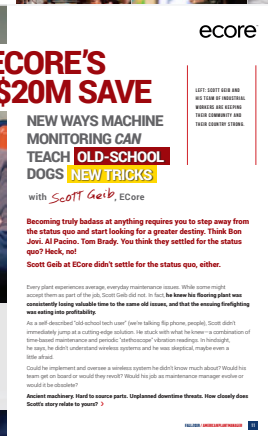
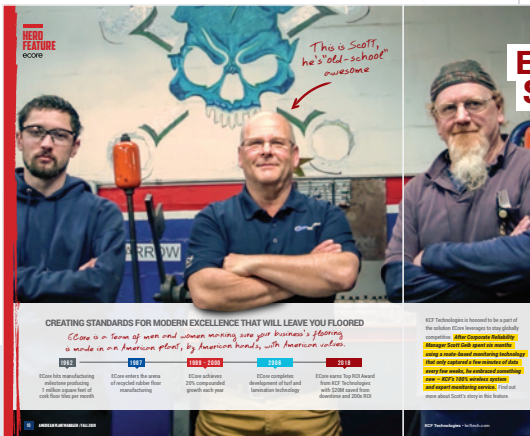


Yours are the hands that heat our homes, maintain our factories, process our food, mop up our spills, build our vehicles, clean our water, and even bottle our favorite beverages.)

Thanks to you, American industry is roaring back and Team KCF is honored to join you in the fight.

This Thanksgiving, we toast YOU and all you do to support our company and our families.

HAPPY THANKSGIVING!



Targeted distribution



HAPPYVALLEYINDUSTRY.COM WEEKLY ELETTER \$250

per article or email announcement
(distribution only)

HappyValley Industry is dedicated to the smart, hardworking innovators and business owners who are at the leading-edge of their industries. We also tailor our content to Penn State alumni in decision-maker and leadership roles working at leading organizations around the world.

- 5,000+ subscribers and growing
- Average 24% open rate
- Average 4% click-through rate
- Consideration for publication in Centre Daily Times Sunday digital edition and CDT's social media promotion through our exclusive partnership

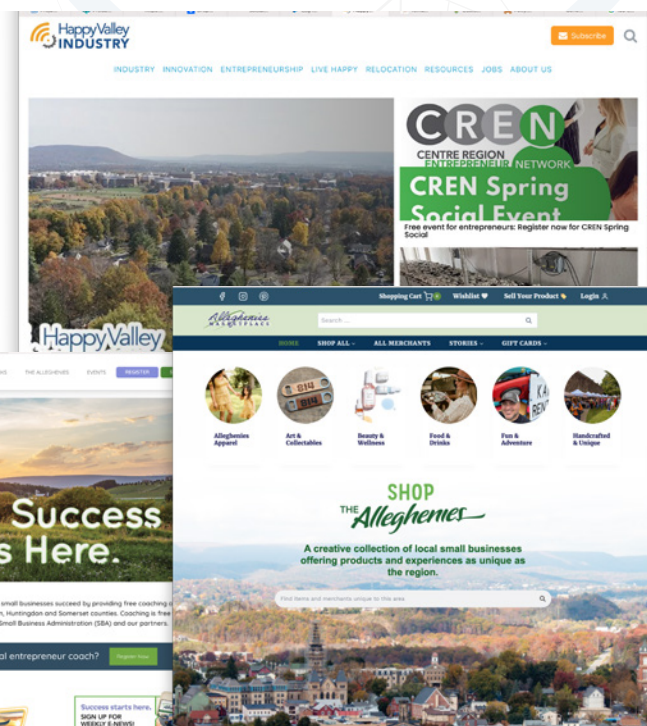
If you need resources that are professional, agile, and quick, our team is perfect for you. Let us help you communicate directly to decision-makers on all levels, not only about what you do, but why you do it, and why they need your products, services and collaboration.



ADDITIONAL DISTRIBUTION OFFERINGS

Call for pricing

WEBSITES



BOOKS AND EBOOKS

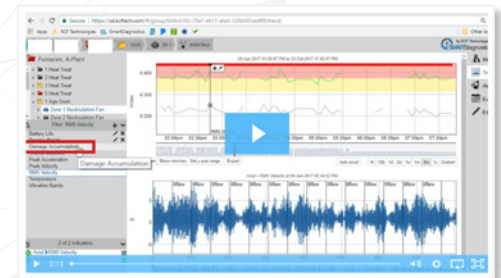


PERSONALIZED CARDS AND POSTCARDS



clean our water, and even enjoy our favorite beverages. Thanks to you, American industry is roaring back and Team KCF is honored to join you in the fight. This Thanksgiving, we toast YOU and all you do to support our company and our families. **HAPPY THANKSGIVING!**

VIDEOS AND PRESENTATIONS



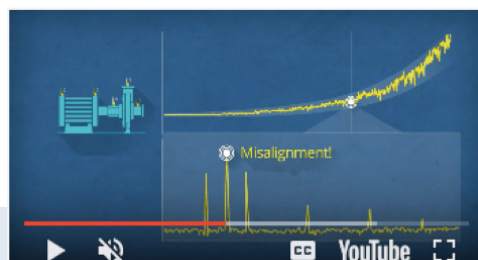
MAGAZINES AND CUSTOM PUBLICATIONS



SALES SHEETS, FLYERS AND POSTERS



ONLINE TRAINING COURSES AND WORKSHOPS





Storytelling that gets results

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