



WCO Member Benefits: Experience Makers

The Wilds Cooperative helps grow and connect unique small businesses in the region by providing branding and marketing tools; education and networking opportunities; access to new markets; and referrals to PA's financing and service provider network.

| Category | Specific Type | Host Sites | Trading Posts | Field Guides |
|---|--|------------|---------------|--------------|
| PA Wilds marketing access | Profile on WildsCoPA.org/our-members that links to your website / social media pages | ● | ● | ● |
| | Able to promote events on PAWilds.com/events (events must appeal to visitors and take place in the PA Wilds) | ● | ● | ● |
| | Able to submit news/blogs for promotional use by PA Wilds | ● | ● | ● |
| | Presence on PA Wilds digital/print materials and social media | ● | ● | ● |
| | Able to participate in PA Wilds Digital Gift Card Program (must accept MasterCard at Point of Sale system) | ● | ● | ● |
| | Able to participate in PA Wilds Leave No Trace Initiative | ● | ● | ● |
| PA Wilds branding tools | Access to digital and printed PA Wilds branding assets | ● | ● | ● |
| | Able to apply to license the PA Wilds logo for marketing use | ● | ● | ● |
| | Able to apply to license the PA Wilds logo for merchandising use | ● | | |
| Collaboration and growth resources | Peer networking and socializing opportunities and tools (ex: Mighty Networks app) | ● | ● | ● |
| | Referrals to technical service providers and financial providers | ● | ● | ● |
| | Access to PA Wilds Resource Guides | ● | ● | ● |
| | Access to PA Wilds Media Lab | ● | ● | ● |
| | Able to promote events to the network at WildsCoPA.org/events | ● | ● | ● |
| | Contract opportunities with PA Wilds Center | ● | | ● |
| Commerce opportunities tied to the PA Wilds brand | Access to PA Wilds Buyer's Guide (find PA Wilds branded and made products, as well as regional retailers) | ● | ● | ● |
| | Listing in PA Wilds Buyer's Guide | | ● | |