



COMMUNICATIONS TOOL KIT

Congratulations on your nomination as one of the top family-owned businesses in Orange County!

We imagine you'll want to share this exciting news. We encourage all nominees to join us in tuning into the Orange County Business Journal's 21st annual *Family-Owned Business Awards* program airing on October 7, 2020 and encourage the invitation of colleagues and associate to view as well. Registration can be done at www.ocbj.com/bizevents or by contacting our signature events manager, Melanie Collins at collins@ocbj.com or 949.664.5056.

Communications Tool Kit Contains:

- **Talking Points** To use when writing about or discussing the awards program
- **Social Media Messages** to be used on Twitter, Facebook, Google+, LinkedIn and other networks
- **Event logo and Nominee Badge** for use on your website and other promotional materials

If you have any questions about the enclosed media materials, please contact Tiffany Bonando at bonando@ocbj.com or at 949.664.5055

Once again, we would like to extend our thanks for your participation in the 2020 Family-Owned Business Awards and we look forward to celebrating with you on October 7, 2020.

Talking Points

Key Messages

- The 2020 Family-Owned Business Awards program allows for the recognition of five exceptional Orange County businesses.
- The 2020 FOB Awards special report which features nominee profiles and specialized advertorials from our sponsors will publish Sept 21st, 2020.
- Five awards will be presented at the 2020 Family-Owned Business program will air on October 7, 2020, at 2:00 p.m.

Sample Social Media Posts

Twitter: I am honored to have been nominated as one of the honorees in @OCBizJournal's Family-Owned Business Awards. Thank you OCBJ for recognizing [CORPORATE HANDLE] in the community of business. #OCBJFOB2020

Thank you to @OCBizJournal and to the community of business for nominating our business to be in the running for one of the top Family-Owned businesses in Orange County! #OCBJFOB2020

[CORPORATE HANDLE] is honored to be recognized as an outstanding family-owned business in Orange County by the @OCBizJournal and OC community. #OCBJFOB2020

Thank you to @OCBizJournal for recognizing the top family-owned businesses in Orange County. It is an honor to be nominated for #OCBJFOB2020!

Facebook:

[INSERT COMPANY NAME] is honored to have been nominated and asked to take part in the @OrangeCountyBusinessJournal celebration of the 20th annual Family-Owned Business Awards! #OCBJFOB2020

As a family-owned business, [INSERT COMPANY NAME] is honored to be recognized. Join the celebration with @OrangeCountyBusinessJournal for #OCBJFOB2020! Tickets are available at <https://www.ocbj.com/bizevents>

@OrangeCountyBusinessJournal is proud to put on the Family-Owned Business Awards and to recognize the outstanding family businesses Orange County has to offer! To learn about the event please visit: <https://www.ocbj.com/bizevents>. Information on myself and other nominees will be available in the FOB special report publishing Sept. 21st, 2020.

Event Logo and Nominee Badge

Please see attachments in tool kit email