

# TAGLINE CONTEST!



The City of Patterson will be embarking on a community wide competition to create a "Tagline" to be used in various marketing efforts.

A tagline is a memorable phrase that sums up the essence of a community or region. The popular television ad for the State of Michigan "Pure Michigan" is an excellent example of the purpose and power of a quality tagline.

**THE PRIZE FOR THE WINNING TAGLINE ENTRY WILL BE AN APPLE IPAD!**

If you are interested in participating please contact David James, Community Development Director at the City of Patterson for details and an entry form (209) 895-8074

# CITY OF PATTERSON

## MEMORANDUM

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**Date:** April 23, 2018  
**To:** Community Members and Organizations  
**From:** David James, Community Development Director  
**Subject:** Creation of a Marketing Tag Line

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As the City of Patterson becomes more proactive in our economic development efforts it will be imperative for us to create a variety of marketing materials. The basis of any marketing campaign is the creation of a tag line. A tag line can be defined as short text which serves to clarify a thought designed for dramatic effect used in marketing materials and advertising. A tag line can also be characterized as a variant of branding whereby a memorial dramatic phrase is created that sums up and reinforces the tone of a product. In this regard a powerful tag line is the basis for any marketing campaign. Tag lines are often considered synonymous with a slogan, but a tag line is much more than a slogan in that it essentially establishes your brand. With respect to tag lines employed by municipalities in their marketing campaigns, some tag lines are intended to promote a community's proximity to a point of interest. For example; the City of Merced's tag line is "Merced, Gateway to Yosemite." Some tag lines are intended to make a business-friendly statement. For example; the Kern County City of Shafter's tag line is, "Shafter, our incentives will move you. Often tag lines are intended to reinforce a quality of life message. For example; the City of Tehachapi, my former employer, "Tehachapi, the Right Environment for the Right Company.

The City values Community input and Community engagement. These values and in the interest of having some fun in the process, the City of Patterson is embarking upon a local competition to establish a tag line from community-based recommendations. To achieve this end the City of Patterson is sending out the attached form which provides community

members and community-based organizations with an opportunity to submit their tag line entries. A helpful hint, as you contemplate developing a tag line or tag lines are to list City attributes you have observed such as proximity to major markets, industry leadership, small town sensibilities, infrastructure capacity, available land, accessibility to major transportation corridors, available workforce, affordable housing etc.

There are no limits to the number of entries an individual or organization can submit. However, each submittal must be on a separate form. There is a place for your name, date, contact information, and tag line entry so that the selection committee can review the entries and contact the winner, as it were, of the contest. The selection committee will consist of City of Patterson staff and Council members and members of the City of Patterson Economic Development Commission. The “winner” of the tag line contest will be rewarded with an iPad along with bragging rights in the knowledge that they had a significant contribution towards advancing our economic development efforts. It is important to note in this regard, that the selected tag line will be the property of and trade marked by the City of Patterson. Additionally, we want to tap the talents of those individuals participating in the selection process and as such they will be allowed to submit an entry or entries but under a pseudonym so as not to prejudice the selection process.