



ELEVATE YOUR TOTAL VALUE PACKAGE

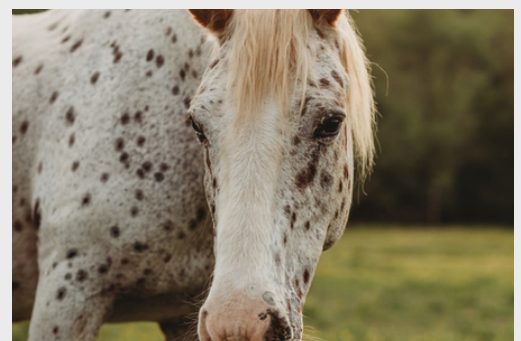
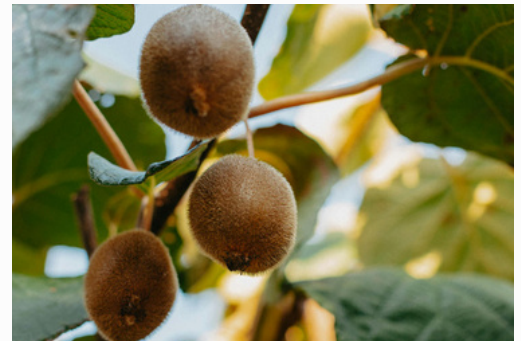
CELEBRATING 10 YEARS AS PREFERRED PURINA PARTNER



As Purina's **longest-standing preferred local dealer marketing partner**, we're stepping into 2026 ready to elevate your marketing with the Purina **Total Value Package**. Our team helps you make the most of your TVP dollars through meaningful, high-impact strategies—from website management and email campaigns to social media support and design—while **honoring the legacy of the Purina Checkerboard**. You'll work directly with a team backed by **20+ years of ag industry experience**, fully dedicated to supporting every facet of your store and ensuring every co-op dollar works harder through initiatives aligned with your local goals. Rooted in integrity and excellence, we're committed to transparency, long-term success, and driving **lasting growth for your Purina business in 2026**.

HOW WE WORK FOR YOU

- 🍌 **Cost-Effective:** Starting at **\$150/ month**, all of our programs include custom Purina social media content as well as additional content and services for every other brand in your store.
- 🍌 **Reimbursement Opportunities:** We work to help you stretch your budget through Purina branded marketing that can be submitted for reimbursement as part of your Total Value Package.
- 🍌 **Done-For-You:** Complete, hands-off marketing. Our team manages strategy, design, scheduling, and execution so you can focus on your customers.
- 🍌 **Brand Integrity:** Every piece of content is created to reflect your store's reputation, values, and professional standards. All creative designs follow brand standards to obtain the full reimbursement available to you.
- 🍌 **Community Presence:** Strengthen your visibility and credibility within your local market.
- 🍌 **Flexible Growth:** Expand your marketing services as your business grows, with scalable options designed to evolve alongside your store.
- 🍌 **Industry Experience:** Backed by over two decades of experience serving agricultural retailers and rural businesses. We only support locally-owned farm, feed, and pet retailers.



ARE YOU READY TO ELEVATE YOUR BUSINESS IN 2026? WE'RE THE TEAM FOR YOU.

Sign-up is easy. Head to thevanleuvencompany.com/purina/ or reach out to us: purinadealer@thevanleuvencompany.com
Let's get to work!



WHAT VLC CAN DO FOR YOU



WEBSITE + DIGITAL GROWTH PROGRAMS (VLC TWO & VLC THREE)

Bundled, legacy-focused marketing designed to work as one system. Our VLC Two & VLC Three combine the strategies of website, email, and social media marketing to strengthen your customer journey and create sustainable store growth.

MONTHLY SOCIAL MEDIA + ADVERTISING

Over 65+ social posts available each month to choose from in our monthly custom social media content calendars. We curate educational and locally significant content to help your business stay visible, trusted, and top-of-mind in your community.

WEBSITE DESIGN & MAINTENANCE

Your digital storefront — built to last. We design and manage modern, mobile-friendly, SEO-optimized websites that reflect the strength of your brand while making it easy for customers to find, trust, and choose your business.

EMAIL MARKETING

Strategically designed to increase customer engagement, brand awareness, and community involvement through personalized and effective email marketing communications.

EVENT PROMOTION SERVICES

No matter the animal species or topic, we design invitations to digital promotion and in-store materials, to help your events not only create lasting memories but strengthen your brand presence and customer relationships.

TEXT-TO-CUSTOMER CAMPAIGNS

A direct, real-time connection between your store and your customers. Our Text-to-Customer program keeps your audience informed, engaged, and ready to act with instant updates on sales, events, reminders, and store news — strengthening loyalty and driving foot traffic.

GEOTARGETING CAMPAIGNS

Locate your customers and drive them to your store with our location-based geotargeting campaigns that ensure your marketing dollars work smarter, reaching the audiences most likely to respond, visit, and buy.

COMMUNITY MAILER PROGRAMS

A modern approach to traditional marketing. Professionally designed mailers delivered directly into local homes to drive awareness, promote events, and bring new customers through your doors.

PRINT MARKETING & MANAGEMENT

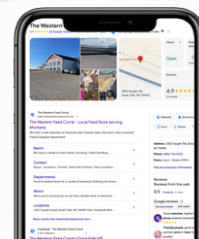
We'll print and deliver to your store! Professional print solutions that reflect the quality of your store. From design to production to delivery, we handle the details so your in-store and mail marketing remains consistent, polished, and effective.

PRINT CALENDAR PROGRAMS

A year-round brand reminder in your customer's hands. Custom calendars are designed to highlight your business, services, and partners — keeping your store visible long after the first impression.

GOOGLE BUSINESS PROFILE OPTIMIZATION

Strengthen how customers discover your business online. We optimize, update, and manage your listing to improve search visibility, credibility, and local customer trust.



READY TO GROW YOUR REACH?

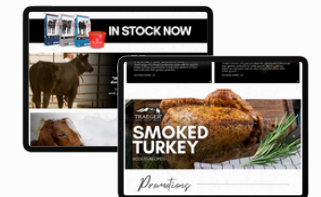
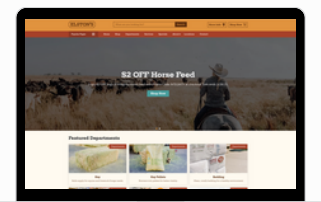
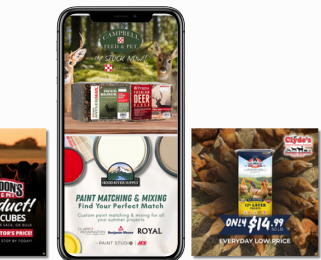
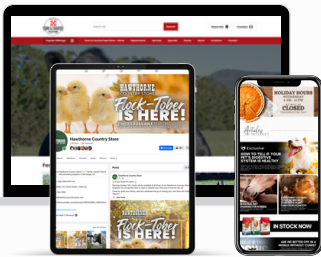
Partner with The VAN LEUVEN Company and experience a total value marketing approach built for long-term success. See some of our dealer testimonials below and join the VLC family today!

SIGN UP HERE

THEVANLEUVENCOMPANY.COM/PURINA/

Or reach out to us:

purinadealer@thevanleuvencompany.com



Ensure Your Customers Don't Miss a Thing!
Simply text a code and automatically register contacts for text message updates.



SEE OUR VLC TLC IN ACTION



"The VLC Team has been incredible to work with! Their idea of the Share the Love campaign has helped us to grow our social media followers and connect with our customers. **In fact, we have 198 shares on Facebook and 30+ shares on Instagram!** We love the creativity of each post, and it has been fun seeing people get excited over our giveaways!"

*Paula Hudson
Hudson Feed & Grain*



"With the help from VLC and our UT Extension office, we were able to provide discussions on how to start a garden, how to can the vegetables you grow, and how to raise livestock for your needs...**About 90% of our participants had never been into a Co-Op before!**

We were so excited to show them what we are about and how we can help serve them! It honestly was a big success, and we couldn't be happier with how it turned out!"

*Maddy Bowman
Ag1 Co-Op*



"We have enjoyed working with The VAN LEUVEN Company while launching our website and increasing our social media presence. VLC has been excellent to work with. They have done a **tremendous job of showcasing our ranch and the great product we raise.**"

The Centennial Livestock Team



"The team at VLC has taken the time to hear our needs and has responded with tremendous results. Working with this team makes my job easier, and **I can focus on other things within the business while VLC keeps our marketing moving in the direction I want it to.**"

*Justin Okes
The Western Feed Corral*



"The VLC team has been very helpful when it comes to boosting my posts for events, displays and sales I'm running. It's always nice when people come in and say "I saw that on Facebook." You know it works. Thanks to VLC, we have been able to grow our business since I started. **I am able to focus my time on the store, our customers and the RPS program,** and have an amazing group of people who work behind the scenes to help myself and East Gate be successful."

*Bobbie Sheaffer
East Gate Feed & Grain*



"I don't know what I would do without The VAN LEUVEN Company! [They] understand the agriculture industry. [They] maintain constant contact, are prompt to respond, and complete tasks efficiently. The VLC Team turns my requests into professionally polished material, and they **allow me to spend less time marketing** and more time assisting my customers."

*Danielle Peterson
Montana Feed Company*



EXPERIENCE THE VLC TLC FOR YOURSELF.

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