



# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

## **Digital Media Center Business Incubator Launches Affiliate Program**

(Santa Ana)—Rancho Santiago Community College District’s Digital Media Center (DMC) Business Incubator is at capacity and can not accommodate additional resident businesses at its Santa Ana site. Nevertheless, there is still a demand for its services and support within the emerging digital media market. To meet that need, the DMC announces its new Affiliate Program.

“Our goal is to have a pipeline to help companies at an earlier stage,” said Gustavo Chamorro, director of the DMC Business Incubator. “This program is perfect for someone who wants to start a new venture while still remaining employed.”

Through membership in the DMC Affiliate Program, early-stage entrepreneurial technology companies can access services that will help boost their development and success. Without having to lease office space at the DMC, affiliates will have access to the following services:

- A shared office and conference rooms during business hours (limit of 10 hours per month);
- Business counseling services: legal, marketing, IT, and business development;
- No cost or discounted access to workshops and networking events;
- Professional business address and mailbox;
- Office equipment including copier and fax; and
- Wired and wireless Internet connection at the DMC.

To qualify for the DMC Affiliate Program, businesses must meet the following requirements:

- Have a product or service that represents a unique technology that could create a competitive advantage;
- Not be in direct competition with Business Incubator residents or other Affiliate Program members;
- Have no legal claims or lawsuits pending against the business;
- The needs of the company and the resources available to Affiliate Program members match; and
- The company has potential for growth and job creation.

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Membership in the DMC Affiliate Program is \$100 per month or \$500 for a six-month membership. For more information, call (714) 241-5836 or (714) 241-5810 or visit [www.dmc-works.com](http://www.dmc-works.com).

The DMC incubator, a member of the National Business Incubation Association (NBIA), was the first to open in Orange County since the dot-com crash and the first to specialize in technology. According to the NBIA, as of 2006 there were over 1,400 incubators in North America, up from only 12 in 1980. There are about 7,000 business incubators worldwide. Approximately 20 percent of North American business incubators are sponsored by academic institutions.

**About the Digital Media Center**

*The Digital Media Center (DMC), an economic development program of Rancho Santiago Community College District (RSCCD) and a Santa Ana College (SAC) instructional center, joins technology, business and education under one roof. The DMC was made possible through a \$1.6 million U.S. Department of Commerce grant facilitated by the WRJ Group, land donated by the City of Santa Ana and Measure E funds. The DMC features a RSCCD-hosted business incubator nurturing digital media companies and college programs and seminars in the digital media arts, TV/video and business.*

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