

# **Corporate Sponsorship Report**

CO-CHAIR: Barry Luke (FGRA), Lorry King (NGRA)

## **1. Corporate Sponsorship Background:**

- Did market research on GLBT, Sports, and Rodeo demographics
- Prepared list of options that IGRA can "sell" or offer as benefits
  - insure no conflict with local association sponsorships
- Prepared list of possible sponsors based on similar groups
- Asked Trustee's to reach consensus on all issues  
(family friendly vs. adult entertainment; sponsor benefits)
- Asked Trustee's to identify potential sponsors and to make "first contact" and refer back to IGRA

## **2. Corporate Program**

- Posted on IGRA Web Site
- 4 Levels available
  - PLATINUM: (1) \$ 50,000
  - GOLD: (4) \$ 20,000
  - SILVER (unlimited) \$ 10,000
  - TRAIL BOSS: \$ 5,000

## **3. Difficulties**

- Slow response from Trustee's on corporate leads
- Slow response from potential corporate partners
- Local Associations struggle to get their own sponsors
- Lack of 501(c)(3) to apply for grants

## **4. Options**

- 3 Options Discussed
- Continue on current course
  - Create Focus Group
  - Outsource to Professional Fundraising Group

## **5. Recommendation:**

- Investigate options for professional fundraising group
- Bring results back to next Executive Board meeting