

## CORPORATE SPONSORSHIPS

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issues/problem areas

- noncompliance
- contract inconsistencies
- regional differences/needs
- (in-) appreciation
- current challenges

focus

- forming partnerships
- inclusiveness--making our sponsors feel a part of our organization

AND appreciated

return--What does IGRA have to offer

- visibility
  - ads (on IGRA materials e.g. posters, flyers, business cards, arena banners, vender space at IGRA events)
- brand loyalty
  - which results % in return for sponsor
- purchasing power (of GLBTQ) community
- provide sponsors with
  - invitations
  - tickets
  - ad space
  - vendor space,
  - parking at events
  - buckles, banners etc
  - email blasts (such as homorodeo)

uniformity

- packages/levels of sponsorship (clarity)
  - taking into consideration: demographics
- IGRA
  - local/regional
- tracking system (checklist)

how are these investments paying off

- 1) for IGRA
- 2) for our sponsors

challenges

- economy
  - > lower our expectations
  - > smaller \$, bigger # (considering that smaller sponsors will have lower expectations)
- budgeting
  - advance notice and planning
  - sponsors budgets
  - IGRA events & planning

\*\*\*possible ideas: monthly or quarterly planning ( donations ): people/sponsors may be willing to make donations at intervals so it is spread out as opposed to one big lump sum trickle down from IGRA leadership=in terms of information as well as initiative in soliciting sponsorships

We would like to see some an area on the yahoo groups where we can share experience (success & failures), best practices etc.

respectfully submitted,  
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