

# Report of the Marketing Committee to the 23<sup>rd</sup> Annual IGRA Convention

Saturday, November 10, 2007

The Marketing & Media Committee met on Friday the 9<sup>th</sup> of November at 9:30 AM in room 2605.

This committee was chaired by Dan Johnson delegate from NMGRA in the absence of the IGRA representative.

Topics of discussion consisted of methods of media & marketing currently employed by member associations. The meeting was primarily focused on ways to get the word out via various media such as Posters, newspaper ads, community events & local city/town involvement. All of the committee shared their various approaches discussing what worked well in promoting their Rodeo events. Several key points were brought up by the group that in marketing Rodeo we need to be focused on our goals, use scripted (but not restricted) public statements using several spokespersons to represent the organizations goals as opposed to individual agendas. Fundraising was viewed as a major tool to promote. Also a need for media sharing, sending promotional materials to all IGRA sanctioned associations. Overall the group input was very informative and motivating.

The outcome of this meeting was a motion to present on the floor that IGRA produce a promotional CD/Video about Gay Rodeo for all the Associations to use. The recommended timing was that it should be short (5 to 10 minutes) using footage from prior or upcoming Rodeos.

The motion was passed unanimously by all in attendance.

Recommendation: To support Marketing endeavors.

Respectfully Submitted,

Dan Johnson, NMGRA