

Merchandise Report

Let's start off with everyone who is wearing IGRA Merchandise please stand up! Now, that is branding and hopefully you are branding IGRA even more in the public! Wow, what a year and am still trying to absorb the numbers, especially at Finals. Can I please have anyone that was at the table helping out and selling merchandise at finals? These are the people that made IGRA Merchandise sales a HUGE SUCCESS, as I could NOT even begin to come close to selling \$4,657 in merchandise with a sales net of \$2,334.75, for a total of \$7,223 for 2011, not counting this weekend's sales. These people took the BULL by the horn and RAN with it and I personally thank each and every one of you, as I couldn't do it by myself, especially at finals, with all of the other duties I had that weekend!

In four years since we started selling IGRA Merchandise at the 2007 IGRA World Gay Rodeo Finals, we have sold \$17,903 in merchandise, with a sales net of \$8,350.52. This year alone we have \$7,223 and that does not include this weekend's sales. This is just selling at some of our events that I was able to take Merchandise to and with the help of mainly Royalty members, both IGRA and local Associations.

We are getting closer to having our online store up and running and hope to have it going by the end of the year. We have run into a few glitches with the payment process, but hope to have that worked out real soon. Once the store is going, we should be able to double our sales that we had this year and will be make a large contribution to the IGRA General Operating Fund. As we continue to make more money, we will be able to introduce more new items. The committee is looking into offering sales of the 25th Anniversary buckle and will let everyone know when we will have them available.

Respectfully submitted,
Patrick Terry