

## Event Sponsorship Receives Support

The issue of soliciting corporate sponsorship for selected GCSANC functions has been an item of discussion at recent board meetings. The concept was proposed as a means of generating additional revenue, which could then be used to subsidize the costs of specific events and programs. One of the major issues facing the Association are the rising costs of monthly meetings, and its potential effect on attendance. Sponsorship can help to reduce these costs. Another concern is the need to develop additional sources of revenue to sustain existing programs and expand others, such as public relations efforts. Again, sponsorship can help.

In the August meeting registration packet a survey was included which asked several questions pertaining to sponsorship. Based upon the response, there appears to be strong support for the idea. Over the next several months Bob Costa, CGCS and John Holmquist will be developing a set of guidelines for sponsorship that will standardize the process and help maintain the integrity of the events. Here is what the respondents had to say:

- 80% were concerned about the cost of monthly meetings.
- 86% of the general membership favored the use of sponsors.
- 82% of the affiliate membership favored the use of sponsors.
- The Institute, Superintendent/Pro, Scholarship/Research and Education, and Christmas Party were noted as events worthy of sponsorship.

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