

## MRPC 2017 Sponsorship Opportunities

| Source                    | Funder  | Comments  | Assignment   |
|---------------------------|---|---|--|
| FDO - Communication Media | <b>Red Wing Shoe Company</b>                  | Features a hiking and work boot line. Corporation with is in MN. Thinks it s a good one to research and to show through the product line and apparel  | Sen. Dave Senjem will make contact to find information on sponsorship options available.   |
| General search            | <b>Bass Pro Shops and Cabelas</b>             | Cabelas and Bass Pro Shops are very tied with a lifestyle brand, mainly hunting and fishing. Bass Pro Shop is based in Memphis, TN and has taken over the pyramid. There are other stores in the ten states. Two companies have an approved merger.   | Diana Threadgill knows Johnny Morris who is the very hands on president of Bass Pro Shops. Terri McCullough recommended having him as a speaker for next year's Annual Meeting in West Memphis. Terri McCullough recommended Bobby Kennedy work on it with Threadgill. Threadgill agreed a couple people could work on it. |
| General search            | <b>Casey's General Stores</b>                 | Make some cash donations and have done sponsorships however they are only regional  | IA, WI, MN will look at these with Edith Pfeffer taking the lead   |
| General search            | <b>Keen Effect</b>                            | Not located in the GRR so it's a little more difficult to reach them but their product fits with hiking and is very quality like Red Wing Shoe Company  | Anne Lewis will research more about them.  |
| General search            | <b>Kwik Trip</b>                              | Headquaters - La Crosse, WI so lots of interest in them as a sponsor although they are more of a regional presence.   | Sherry Quamme and Anne Lewis will work on ideas for reaching them.   |
| General search            | <b>L.L. Bean</b>                              | Only known through shopping their products  | Sherry Quamme will research.   |
| General search            | <b>Lands End</b>                              | Contacts here have struggled and they are losing money but they are located in WI and we sell our merchandise through them so perhaps they would be interested with that tie to the GRR   | National Office will research contacts there.  |
| General search            | <b>National Automotve Dealers Association</b> | Might have a tie in with road safety message and Edith Pfeffer knows their former president   | Edith Pfeffer and Anne Lewis will work on contacts.  |
| General search            | <b>REI</b>                                    | Stores located in MN,WI, IA, IL, MO, and TN. List of project partners includes orgs such as National Audubon Society, Colorado Mountain Bike Assn and Friends of the Mississippi River. CEO is former National Parks superintendent. Corporate headquarters in Boulder, CO.   | Holly Cain has been elected to research options for sponsorship.   |
| Recommendation            | <b>ADM</b>                                    | IA has experience working with them and they are not intersted in tourism and have cut back on local donations. Recommended to approach them through the concept of positive image of the things they are doing regionally that are central to their business, such as barges. Important to tie into our projects and their corporate approach. | Sen. Dave Senjem will make contact to find information on contacts through government relations channels   |
|                           | <b>Auto Zone</b>                              | Based in Memphis and could be a good pitch target marekting package. Requested NO to compile a list of stores along the GRR   | NO to resesearch number of stores along the GRR  |
|                           | <b>Cracker Barrel</b>                         | Office in east Tennessee or Nashville   | Diana Threadgill will work on this one.  |
|                           | <b>John Deere</b>                             | Located in Quad Cities with a wide audience   | Assigned to Holly Cain to find contacts and Anne Geiger from IA.   |
|                           | <b>CHS--onld Cenex cooperative</b>            | based in St. Paul   | Sen. Dave Senjem will make contact to find information on contacts through government relations channels   |
|                           | <b>3M</b>                                     | Located five miles from the River   | Sen. Dave Senjem will make contact to find information on sponsorship options available.   |
|                           | <b>Anheiser Busch</b>                         | St. Louis based with distributors throughout the GRR region and might like the opportunity for cross promotion  | Sen. Dave Senjem will make contact to find information on sponsorship options available.   |
|                           | <b>Americn</b>                                | Not sure where they are based but there seem to be a number of properties along the GRR.  | NO to research number of properties and possible contacts  |
|                           | <b>Holiday Inn</b>                            | Based in Memphis  | Diana Threadgill will look for contacts for them.  |
|                           | <b>Con Edison</b>                             | Located in Cordova, IA  | Edith Pfeffer will work on contacts.   |