

SPONSORSHIP

SPEAKER SERIES

The Rio Grande Foundation hosts a minimum of four Speaker Series events every year. The events include prominent speakers from various backgrounds including Kenneth Starr, special counsel in the Clinton administration, Mary Katherine Ham of CNN and Guy Benson of Fox News, and former 20/20 and Fox host John Stossel.

Past events: Our previous events have been well-attended with between 70 and 120 attendees for the typical event depending on the speaker. The events are well-received by the audience. We request feedback from all attendees, and we ask them to score the event on a scale of 1 to 10 in several categories: overall score, whether they'd recommend the event, organization, and the staff. The aggregate score over the 2019 events for these categories was 9.59.

Attendees: Our data indicates that attendees are evenly-split between male and female. While the age range tends toward 65+, at 38.7% of total attendees, we have attendees of all adult ages. Many of our supporters and donors are veterans.

SPONSORSHIP OPPORTUNITIES

Liberty Sponsor (\$2,500/event or \$8,000 for the series of four+)

Two VIP tables of ten each • Two seats at head table • Presenting sponsorship listing on all materials • Sponsor reception access for all guests • Signage at reception & presentation

Prosperity Sponsor (\$1,250/event or \$4,000 for the series of four+)

Premier table of ten • Sponsorship listing on all materials • Sponsor reception access for all guests • Signage at reception & presentation

Opportunity Sponsor (\$625/event or \$2,000 for the series of four+)

Reserved six seats • Sponsorship listing on all materials • Sponsor reception access for all guests • Signage at reception & presentation

OUR DEMOGRAPHIC

American Philanthropic conducted a survey and market study of the attitudes, behaviors, and motivations of our donors. They gave us a number of key takeaways:

- The participants in this study feel a strong sense of connectedness to their state think tank.
- Think Tank Donors are drawn from the affluent.
- Think Tank Donors are highly educated.
- Think Tank Donors skew older.
- Younger donors talk about us more.

The Rio Grande Foundation is a nonprofit, tax-exempt organization, Federal Identification Number 85-0468446, under Section 501 (c)(3) of the Internal Revenue Code. Contributions are fully tax deductible to the extent allowable by law.