



*Iowa Gaming Association*

# THE GAME IS ON IN GAMING!

WE INVITE YOU TO PARTICIPATE IN THE 2024 ASSOCIATE MEMBER PROGRAM!





# ABOUT OUR ASSOCIATE MEMBER PROGRAM

The IGA Associate Member program allows you to support the IGA in advocating for Iowa's commercial casinos. With four different levels – **Silver, Gold, Diamond and Platinum** – there are opportunities for any business. As Associate Members, you enjoy exposure to IGA casino board members and decision-makers, and you are recognized for your support in many ways, including direct emails, face-to-face networking, and a listing on the IGA website.

**It's our goal to promote Associate Members and give you REAL value for your support.**

**JOIN TODAY!**



# HOW YOU BENEFIT



## Silver (\$500)

- IGA Casino Cup **Golf Hole** signage and introduction at luncheon
  - Casino **Gift Cards**: \$25 at each casino (\$475 value)
- **Two eShowcase** features a year
- Vendor **Appreciation Reception** – networking opportunities and one-minute introduction
- IGA **Website – Listing** in member directory
- Preferred **Vendor Seal** usage



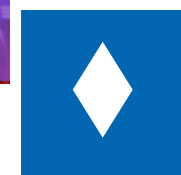
## Gold (\$1,000)

- Everything listed in Silver, plus, the enhancements underlined here
  - **Guaranteed bid with casinos**
- IGA Casino Cup **Golf Hole** signage, introduction at luncheon and a **+1 complimentary registration**
  - Casino **Gift Cards**: **\$50 at each casino (\$950 value)**
- **Two eShowcase** features a year
- Vendor **Appreciation Reception** – networking opportunities and one-minute introduction
- IGA **Website – Listing** in member directory with social media links
- Preferred **Vendor Seal** usage



## Diamond (\$2,500)

- Everything listed under Gold, plus, the enhancements underlined here
  - **Presentation with the IGA board, 10-12 minutes**
  - **Guaranteed bid with casinos with priority for corporate presentation access**
  - **Mini meet and greets with key decision-makers**
  - **One eSpotlight** (an in-depth digital article)
- IGA Casino Cup **Golf Hole** signage, introduction at luncheon, a **+2 complimentary registration** and priority for **complimentary tee presence**
  - Casino **Gift Cards**: **\$75 at each casino (\$1,425 value)**
- Vendor **Appreciation Reception** – networking opportunities, **VIP introduction, IGA packet featuring products/services**
- **Two eShowcase** features a year
  - IGA **Website – Listing** in member directory with social media links and **embedded video**
- Preferred **Vendor Seal** usage



## Platinum (\$5,000)

- Everything listed under Diamond, plus, the enhancements underlined here
  - **Presentation with the IGA board, 15-20 minutes**
- IGA Casino Cup **Golf Hole** signage, introduction at luncheon, a **+3 complimentary registration** and priority for complimentary tee presence
  - Casino **Gift Cards**: **\$100 at each casino (\$1,900 value)**
- **Guaranteed bid with casinos with priority for corporate presentation access**
- **Mini meet and greets with key decision-makers**
- **One eSpotlight** (an in-depth digital article)
- Vendor **Appreciation Reception** – networking opportunities, **VIP introduction, IGA packet featuring products/services**
- **Two eShowcase** features a year
- IGA **Website – Listing** in member directory with social media links and embedded video
- Preferred **Vendor Seal** usage

See what each level of membership has to offer!



### IGA Casino Cup

Held at one of our members' beautiful courses, our annual golf outing is a great way to network with our casino personnel.



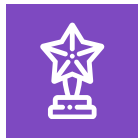
### Casino Gift Cards

Each casino provides a credit that can be used toward gambling, food, beverage, hotel, etc. Take us up on this offer and see the innovation at each location – these are businesses you're supporting!



### Preferred Vendor Seal Usage

When you contact our casino members, you will have use of our 2021 preferred vendor seal, which will remind casino personnel of your support of our organization.



### Vendor Appreciation Reception

All Associate Members are invited to a vendor reception in November to interact with the purchasing personnel and senior management from all casinos. This event allows Associate Members to present their products or services to each casino's decision-makers. **Platinum** and **Diamond** levels have their products or services featured in a VIP recognition packet.



### IGA Website Directory

At iowagaming.org, your company will be listed as an Associate Member, with a description of your company, contact information, and links to your website and any social media channels. For **Platinum** and **Diamond** members, we will also embed a video if you have one available.



### eShowcase

Our eShowcase is sent weekly to each casino's purchasing personnel, senior management and the IGA Board. Each week showcases an Associate Member's company. A writer will reach out to you before each edition for ideas on what to feature. Your company will be featured twice a year.



### Guaranteed Bid with Casinos

**Gold**-Level Associates and above have access to casinos' procurement personnel directory and are allowed for bid consideration on non-contracted items (understanding that factors such as price, quality, volume and transportation determine a successful bid acceptance). **Platinum** and **Diamond** levels receive priority for presenting contracts to the casino company's corporate teams for review and bid evaluation.



### Presentation with the IGA Board

**Platinum** and **Diamond** levels have the opportunity for either a 15 – 20- or 10 – 12-minute presentation before the IGA Board (comprised of senior management from each casino property) to share company products, trends and more.



### Mini Meet & Greet

**Platinum** and **Diamond** levels are invited to attend casual reception opportunities with key decision-makers the night before IRGC meetings.

# JOIN US!

Through your partnership and loyalty, we can continue to work on behalf of Iowa's commercial casinos and keep the industry thriving in our state. In 2020, we helped usher in a new era of sports betting that will make impacts in our state for years to come. Our members spend millions of dollars each year on goods and services; it's our privilege to put outstanding brands in front of them for extra consideration.