

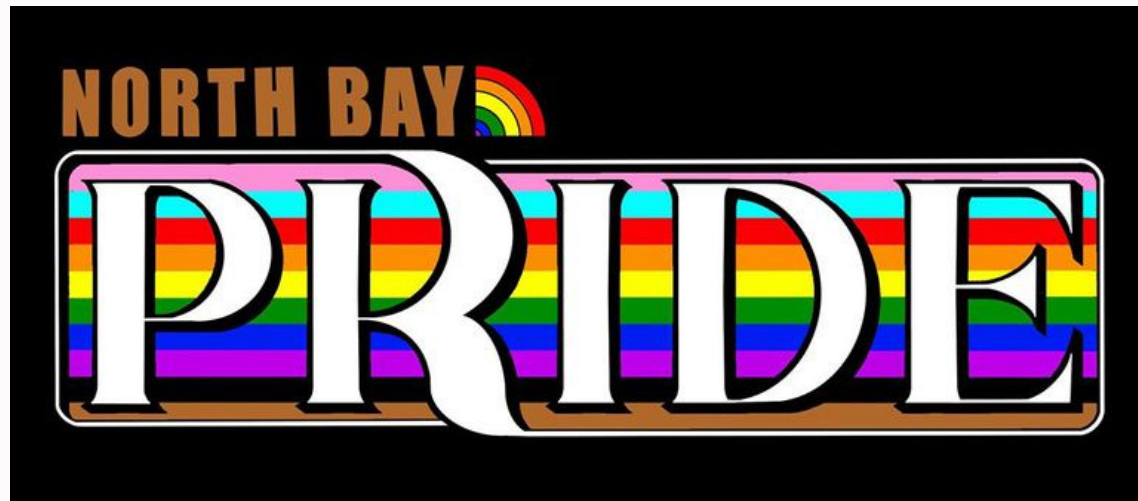
# Geri Atrick



# Who is Geri?

- First Drag Artist to moderate political debates
- Interviewed artists like Bryan Cranston from shows like Breaking Bad
- Interviewed Musical Artists like Bif Naked, Serena Ryder, Ria Mae, Carole Pope
- Created Community Events
- Help start pride in North Bay





North Bay Pride 2023 has had an economic impact in the area over 4.5 million dollars, that has gone to local business such as restaurants, hotels, venues, corner stores, gas stations, bus services, tourism etc.

Imagine the impact you can have by helping your members take part of this revenue?



*North Bay Pride started in 2017, with approximately 2500 people attending a one day event. Now, it attracts over 50,000 people for a five day festival.*



# Working with

How do we help our members join forces with various community events that will help the member and the community?

## Cash



cash is king as they say, every community event can use cash for various things they need

## In-Kind



You can provide the events a service they need and provide the service free to the event in return for being a sponsor

## Other



What does each member have available? Social media, in store promotions, gift cards, products - these all help events and get the word out about the business

# Example of success



## How did they start?

### New Customers

Through working with other community organizations, they have over 35,000 listeners per week and they keep growing

### Recurring Customers

Now, they have new clients like Aussie Bum, who have created and paid for a marketing campaign to start airing later in May 2024.

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# What do your members want?



Foot Traffic  
Potential



Collaboration  
Opportunities



Marketing  
Strategy



Engagement  
Community



# MISCONCEPTIONS

- You need money
- You need big customer base
- You need huge social media following



# There is always a way

Some things you should be aware to help:  
Grants from Provinces, Federal Government

City support

DIA Support

Sponsorship

**Geri Atrick**

**THANK  
YOU**



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