

# Open Letter to Members and Friends of TUG

By Jay Burford

## *Subject: Budget Planning for the Upcoming Year*

### Dear Member or Friend of TUG,

**T**he members of the Toronto Users Group Board would like to thank you for your on-going support of TUG. Your continued assistance is beneficial for both your organization and all of our members. Therefore, we would like to encourage the inclusion of TUG in your budgeting for the coming year.

When we approach companies to request sponsorships, we often hear that the item wasn't in the budget, or there is nothing left in the budget. We know that many companies will soon be preparing their budgets for the next year. Therefore I am taking this opportunity to point out some of the marketing opportunities available to your company, and to request your assistance in including them in your company's plans for the coming year.

TUG is a not-for-profit, member-sponsored organization. We are dedicated to responding to the needs of our members and to furthering their goals. In order to be able to meet these objectives **and** keep our membership fees at a reasonable level, we must try to provide **opportunities** for our members to enhance their visibility within the iSeries and midrange community. We, and you, know that our members are committed partners within that community and that the TUG magazine goes out to many additional companies that are participants inside this marketplace.

Your membership allows your company to send your personnel to our Meeting of Members for education and the prospect of interacting with many other members of this community. As a member, you also receive the TUG magazine containing news and educational articles. In addition, you receive discounts to attend other educational sessions, such as one-day seminars, and the annual TUG Technical Education Conference (TEC).

For companies that wish to reach out to other qualified people and companies within the i5 society, we offer the **GOLD Membership** — which, among other benefits, allows you to prominently display your logo on a special page in each edition of the TUG magazine, and to include a flyer in one of the editions at a greatly reduced rate. Other advertising prospects may also be negotiated. Another item for all members of the midrange community to consider including in their budget is the purchase of booth space in TEC Showcase each April. It is your chance to meet hundreds of qualified members of the i5 nation face to face.

Another marketing prospect is provided through **sponsorships**. We offer companies the chance to provide desserts or other items at the Meetings of the Members (MOM's). At TUG TEC you could sponsor the printing of some of the educational material, part of the lunches, or the Executive Breakfast. Other sponsorships include the charity holes at the Annual Golf Tournament, and more recently — the advertising at the delightful dinner on the TUG 20th Anniversary Cruise aboard the Kajama. **How does your company benefit from a sponsorship?** In a number of ways! We provide signage and the chance for larger posters to advertise, and thank your corporation for their support. We are often able to publicize this sponsorship, and include your logo in advance advertising via emails, or articles in the magazine. After the event, we also include a thank you article in the TUG magazine (circulation of approximately 5,000 per issue), which incorporates your logo and some information regarding your business.

These are all great opportunities to become better known in a committed marketplace that contains YOUR customers. Therefore, as you prepare your budget, please include TUG. If you are not responsible for the marketing budget, please approach the correct person and tell them about TUG, your company's involvement, and why we should be part of their marketing strategy.

To recap, here are some of the possibilities to help your company become better known:

- Join TUG if you are not already a member.
- Upgrade to a GOLD membership.
- Advertise in the TUG magazine.
- Sponsor all or part of the meal at a MOM.
- Purchase a booth in the Showcase at TUG TEC.
- Send more employees to TUG TEC for additional education.
- Sponsor some part of the events at TUG TEC.
- Sponsor a charity hole at the Annual Golf Tournament. (This year we raised \$2400 for the Bloorview-MacMillan Children's Foundation.)

**Remember:** This is your community and it needs you. If you have any questions regarding events or pricing, please contact the TUG office (905-607-2546.)

Sincerely,  
Jay Burford, TUG Director

