

***Vendor Information  
for***

**THE 1<sup>ST</sup> ANNUAL MEETING  
OF  
THE LIBERAL GUN CLUB**

**July 9, 10 and 11, 2010  
Chicago, IL**

Dear Vendor,

The LGC will be holding its annual meeting in Chicago this summer. We are offering vendors the following promotional opportunities:

1. A ¼ page advertisement of your design in our program. Each participant will receive a copy of the program and the program will be published on our website.
2. “Goodie packages” that can contain free items (small trinkets like pens or ear plugs with your company logo are best) or coupons that are given to all attendees.
3. Give-aways – Items which will be given away based on a random drawing. These items will garner prominence as we will talk about them most of the weekend and draw the prizes later in the event during a larger ceremony. Because of the national nature of our attendees, give-away prizes are best if they can either be taken home right then (a set of snap caps, for example) or used online (an online discount or gift certificate). However, if you are a local storefront only business, we can specify that your give-away is only to be given to IL residents.
3. A very prominent “Sponsored by” label on all printed material, including t-shirts and hats, that are either given to the attendees, or are available for purchase. The same logo will be placed on the website for the meeting. A banner may be placed at the meeting location as well.

The LGC is a small but growing group of gun enthusiasts. The mission of The LGC is to provide a voice for gun-owning liberals and moderates in the national conversation on gun rights, gun legislation, firearms safety, and shooting sports.

We serve as a national forum for all people, irrespective of their personal political beliefs, to discuss firearms ownership, firearms use, and the enjoyment of firearms-related activities free from the destructive elements of political extremism that dominate this subject on the national scale.

We also actively develop and foster a variety of programs for the purpose of firearms training and firearms safety education, for both gun owners and non-gun owners. Our flagship course, The LGC’s Basic Firearms Course, is on the list of

approved gun safety courses in the state of Massachusetts and is currently being rolled out in three states.

Our website receives approximately 1,000 unique visitors per week and has a Google Page Rank of 4. We have several hundred members that come from nearly every state in the union and we are constantly acquiring new members. We have a large number of members in the Chicago area who are likely to be interested in firearms related dealers who do not pander to the extreme right but, like us, would rather that the national discourse around firearms was more civil and level headed. We offer you access these firearms owners who are in search of a sane place to spend their money. We hope you will find that our prices are very reasonable given the access we offer to an untapped consumer demographic.

Prices:

1. Ad - \$25
2. Goodie-bags – obviously, there is no charge for this form of promotion.
3. Give-away items – again, there is no charge for this form of promotion.
4. Prominent “sponsored by your logo” placement throughout event and on website - \$75

Thank you for taking the time to read through this information. If you have any questions, please feel free to contact us. The deadline for advertisements and sponsorships will be June 25<sup>th</sup> due to printing time constraints.

Sincerely,

Mark A. Roberts  
Executive Director  
The Liberal Gun Club