

Gay Games VII – 15-22 July 2006 – Chicago USA

Sports and Culture Partner Program

In the spirit of the Gay Games movement, Gay Games VII Sports and Culture Festival has developed a partnership program to jointly promote Gay Games VII and sports & culture organizations world-wide while working together to encourage registration by potential Gay Games VII participants represented by these organizations.



In its 25-year history, the Gay Games has become one of the most anticipated and revered events in the lesbian and gay communities worldwide. The Gay Games is a symbol of spirit, strength, and enduring pride, where international camaraderie thrives and negative stereotypes are challenged. Chicago is proud to host Gay Games VII, returning to North America for the first time in 12 years. We invite the sports and culture organizations world-wide to join us and continue the 25 year legacy of this life-changing, inspirational event.

Chicago is honored to build on the vision Dr. Tom Waddell's dream. We are committed to the founding principles of Participation, Inclusion, and Personal Best™, and we will promote a supportive environment, free from bigotry, where participants achieve success by their own measure. We recognize that the Gay Games is more than a tournament or cultural program, the Gay Games is a gathering of the international sports and arts community that changes lives, attitudes, and the very nature of competition.

Why Join the Partner Program?

The partner program is designed to build partner organizations' infrastructure, and to reward organizations who participate in Gay Games VII promotions. As a partner, your organization would receive:

1. The right to claim the title "Official Sports Partner" or "Official Culture Partner" of GGVII.
2. Your organization's name, website link and short description at GayGamesChicago.org in our special "Partner Organizations" section available from our home page. A small version of your logo may be included.
3. **Your own Email List of Gay Games Registrants. City/Country Teams** - We understand the importance of having access to individuals from your city or country who have registered for the Gay Games so you can coordinate uniforms, travel, and local memberships. **Sports/Culture Organizations** – We understand the importance of being able to communicate with registrants in your program so you can explain rules, recruit members, invite people to pre-Gay Games events and clinics and coordinate schedules or on-site social events. **As an "Official Partner" you will receive your own email list of registrants, maintained on a regular basis by the Gay Games.** New registrants will be added to the list regularly, changes done for you, "unsubscribes" handled automatically, and you can email those people directly over the next two years from a pre-approved email address of your choosing. **This is a benefit that has never been offered in any previous Gay Games and it is designed to maximize your connection to athletes and artists while minimizing any extra workload in the run-up to 2006.**
4. An ongoing relationship with us that allows for greater cooperation as the Gay Games approach, and something that can extend beyond 2006 as your organization prepares for Gay Games 8, 9 and 10.

How The Partner Program Works:

1. Begin by designating two people within your organization as your "GGVII Contacts," whose responsibilities include corresponding with us about the relationship. Identify the ONE email address from which any email messages would go to your official Gay Games e-mail list.
2. Put a link and banner ad on your organization's website home page (banner ad to change on occasion). Put GGVII in your calendar of events and other appropriate locations. Regularly distribute GGVII information to your members via electronic and print newsletters (we ask that you do this a minimum of 4 times per year, more often electronically if you can). If you already do these things, you're already on your way to being a partner!
3. Allow GGVII to send materials to your organization for distribution at your tournaments and events, and automatically grant GGVII sponsorship status of any events that you host (GGVII may choose to upgrade status on occasion).
4. Assist in efforts to promote GGVII to your local media, or if you are a national or international sports organization, to the media that cover your organization. Send media contacts directly to Gay Games VII.
5. City/Country Teams: Hold one special event in 2005 and 2006 just for the Gay Games where local athletes people come and can learn more about the GGVII (sometimes a Chicago representative present,

sometimes not). This could be held in conjunction with a tournament, or could be a special meeting. We hope you will also hold an event in 2004 - early registration discounts end 31 December 2004.

6. Sports/Cultural Organizations: Creatively look for ways to increase participation levels by individuals connected to your organization, whether by events, online registration parties, or special events.

Please note that organizations that choose NOT to become part of our Partner Program will still receive our support as you prepare for Gay Games VII, including Team Kits to help you prepare team uniforms and regular support as you manage logistics. Access to registered Gay Games VII participants is **only available to those who are in our Partner Program**. This program is designed to offer significant benefits to organizations willing to offer additional visibility and promotion to the Gay Games, not penalize those who choose not to participate.

This program is designed for sports organizations of all kinds, city/country teams, and culture organizations that represent potential participants in band, chorus, cheer or color guard. If your organization doesn't fit this category, contact us and we will try to find the best way for you to support the Gay Games. Please note that we may have to decline some partner requests or terminate email list access for reasons such as: inappropriate use of the email lists; language or messages that don't comply with FGG guidelines, US privacy or content laws, or worldwide Internet regulations and norms; our determination that your organization does not primarily represent potential registrants; or other reasons. In cases where we decline to accept a partnership we will come up with a way to work together to achieve our joint goals.

The Gay Games VII Partner Program is designed to not only enhance the Gay Games experience for everyone, but to help build the infrastructure of LGBT sports and culture organizations worldwide. We welcome your input during the next two years on how we might further enhance your organization and the Gay Games movement.

To establish your organization as an official part of the Gay Games VII Partner Program, please have an officer sign this document and return via fax (or PDF) to Gay Games VII.

We look forward to working with you toward a successful Gay Games VII in 2006!

Yes, our organization would like to become an official Gay Games VII Partner Organization. By this signature, we agree to the obligations above. **We further agree that any information about Gay Games VII registered participants will not be shared, distributed, sold or transmitted in any way to any other party without prior approval of Chicago Games, Inc., host of Gay Games VII.**

Organization Name	Website Address
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Mailing Address	City/State/Province/Postal Code	Country
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Sport or Culture Represented <i>or</i> Multisport	Estimated Number of Member Athletes/Artists
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Authorized Signature	Name and Title (Please print)	Date
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GGVII Contact #1 (Name, Phone, Email)	GGVII Contact #2 (Name, Phone, Email)
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Return to:
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info@GayGamesChicago.org - <http://www.GayGamesChicago.org>