

**MRPC Marketing Committee
Geocaching Subcommittee Meeting Notes
Conference Call
December 3, 2007**

Teleconference participants:
Nancy Clark—Arkansas
Jana Greenbaum—Arkansas
Alice Burke—Iowa

1. Jana's report on conversation with Groundspeak

Groundspeak, the organization behind, www.geocaching.com, would like to see the MRPC create a sanctioned event for the 70th Anniversary, something that would be new for Groundspeak. The cost for Groundspeak to endorse and help organize the event would be \$7,000. Having Groundspeak behind the event would be a huge boost for its success and exposure.

2. Sponsorship Option

Arkansas Tourism will use its contacts with Murphy Oil to solicit a \$15,000-\$20,000 sponsorship for the event. Their funding would cover the cost of Groundspeak to promote the event and a collector's geocoins which would feature the GRR seal on one side and Murphy Oil on the other. At the \$20,000 level, their sponsorship would cover all material costs and prize options. Murphy Oil would be the exclusive sponsor of the event.

The National Office will put together a sponsorship letter and a mock-up of the coin to provide to Murphy Oil. They will also obtain prices on the collector coins to give Murphy Oil an estimated number of coins that could be printed with their sponsorship.

3. Identify cache locations (7 caches in 10 states)

The National Office needs to create a mailing for the 10-states to get them started on their minimum of 7 new caches as part of the project. Jana reminded the group to look at included one ADA accessible cache location within their 7. The cache should feature historic or educational themes. The states will strive for a variety of difficulty levels. The caches should help to educate travelers about the 70th Anniversary of Great River Road as well as the significance of the MRPC and the region. The National Office will format them so each cache material looks similar. Recommend that each state review existing geocaches for ideas (www.geocaching.com/seek/ and type in area zip codes) and obtain assistance from local geocaching groups.