

NRHA COMMITTEE REPORT FORM

This form should be returned to the Executive Director within one week following any committee meeting or one week prior to the next board meeting. You may fax this directly to Dan Wall at 405-946-8420.

Committee name: Marketing

Meeting date: August 5, 2006

Committee Members Present: Dave Wilkins, Sam Houston, Allan Fuchs, Doug Carpenter.
NRHA Staff: David Patterson, Robert Simpson, Tobi Coleman, Debbie Drinko, Carol Trimmer.

Mission Statement: Increase memberships, increase sponsorships, and improve communications

Progress/Action on past committee assignments:

1. INCREASING MEMBERSHIPS
 - a. David Patterson reported on the creation of a new Partners Program designed to be marketed to persons seeking an affiliation with the NRHA, without becoming a member. The committee approved the program, and directed Patterson to withdraw the rule change in the general board meeting.

2. INCREASE SPONSORSHIPS
 - a. David Patterson Reviewed the current sponsorship proposals using the three NRHA events combined with a Corporate Sponsorship to develop levels for sponsors.
 - b. Reviewed list of current sponsors that included La Quinta, Riders Edge, EQ Solutions, and AHA, all needing attention in regards to participation and level of commitment to NRHA.
 - c. Patterson reviewed a list of 8 sponsorship proposals that had either recently been completed, or were scheduled to be presented in the near future. Some of these included an expansion of current sponsorship agreements.
 - d. Sam Houston asked that negotiations should be opened with Clint Anderson granting him Corporate Sponsor status due to his in-kind media commitments.
 - e. Patterson acknowledged commitment of new corporate sponsor Big Ass Fans.
 - f. Wilkins asked Patterson and Robert Simpson for clarification as to who was on point for sponsorships. Patterson said that while he and Simpson were collaborating on sponsorship projects, he was the designated person to make presentations beyond the Tour Series and some Futurity Class sponsorships.

3. BUDGETS

- a. Patterson reviewed the budgets for 2007. It was noted that the Derby and Futurity Sale budgets lacked an allocation. Patterson promised a follow-up with accounting to find the budget allocations for these two line items.
- b. Wilkins asked that revenue from sponsorships that include Reiner Ad pages be designated toward the Reiner revenue line item.

Progress on current committee assignment:

1. RFD-TV SHOW

- a. Sam Houston reviewed the status of the RFD-TV show, NRHA's World of Reining. Sam said negotiations were continuing with True South re getting an agreement for guaranteed placement in desired prime-time slot. Houston also stressed that the NRHA Board should direct the Marketing department that a campaign should be implemented to "sell" the membership on the importance of the show and it's benefits.

2. TRAINING VIDEOS

- a. Houston reviewed the progress on the Training Videos. These videos are scheduled for completion for sales at the 2006 Futurity. Houston is enlisting assistance from the Professional Committee to determine trainers, topics, locales, etc.

3. KYK PRESENTATION

- a. Chris Loetz presented a new line of merchandise for the 2006 Futurity, along with the some additional merchandise for the general membership.
- b. Patterson announced that the NRHA has negotiated a 10% discount for all members. It will be available on line for all members.
- c. Tobi Coleman asked for some plus sizes me added to the lines of clothing.
- d. Loetz said they are negotiating with Cinch to get product, and add the NRHA logo. Doug Carpenter passed along his Cinch contacts.

Future projects/programs under consideration:

FUTURITY SPONSORSHIPS

1. Robert Simpson reviewed his plan to sell Class Sponsorships for the 2006 Futurity. These class sponsorships would consist of a Title Sponsorship or a Presenting sponsorship.

Comments for or requests from Executive Director regarding committee assignments/issues: