

## 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:** Sponsorships

**Meeting date:** August 5, 2006

**Committee Members Present:** Sam Houston, Dave Wilkins, Jack Covington,  
NRHA Staff: David Patterson, Robert Simpson,

**Mission Statement:** Increase sponsorships

### **Progress/Action on past committee assignments:**

1. Led by David Patterson the committee reviewed status of efforts toward increasing sponsorships
2. Reviewed the current sponsorship proposals using the three NRHA events combined with a Corporate Sponsorship to develop levels for sponsors.
3. 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.
4. Acknowledged commitment of new sponsor Big Ass Fans.
5. 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.

### **Progress on current committee assignment:**

1. 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.
2. Jack Covington emphasized that presentations to sponsors should occur "face to face" to create a better opportunity to close the sale.
3. Sam Houston asked that negotiations should be opened with Clint Anderson granting him Corporate Sponsor status due to his in-kind media commitments.

### **Future projects/programs under consideration:**

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:**