

NRHA COMMITTEE REPORT FORM

Committee name: Marketing & Sponsorship Committee

Meeting date: August 9, 2008

Committee Members Present: Robb Walther – Committee Chair, Greg Hill, Jenifer Reynolds Cook and Rick Swan

Committee Members Not Present: Amanda Brumley, Kimberly Tillman and Monica Widh

Staff Present: Todd Barden, John Foy, Carol Trimmer, Christa Morris, Haley Carmen, Bucky Harris and Krissy Colbath

Guests: Helmut Schamus Gerstenberg

Mission Statement: To promote and enhance the National Reining Horse Association and its events through primary focus on membership development and retention, sponsorship development and retention, and through enhancement of communication between affiliates and the National Reining Horse Association Headquarters.

Agenda Items:

- Approved minutes from the June 6, 2008 meeting in Oklahoma City.
- **NRHA Futurity / Derby Nomination** Program – Approved the program action plan and logo (with the recommendation to incorporate foal in the logo).
- **Media Task Force** Report – Approved the report to cross promote the *NRHA Reiner* and Inside Reining, including creating a firm, professional payment policy for advertisers.
- **Inside Reining Report** – True South contract finalized. Sandbur contract will be finalized in the next few days.
- **Membership Survey Report** – Approved to distribute a printed copy of the survey as soon as possible, and to develop a plan for an electronic version to address more marketing/sponsorship-type questions at a later date.
- **One Million Dollar Rider DVD** – Approved for Jenifer Reynolds to develop a proposal for a joint venture between NRHA and Sandbur in the production and sales of a One Million Dollar Rider DVD.
- **Logo Use Policy** – Recommend that the Board of Directors create a policy to eliminate the use of any logos in shirts, jeans, hats and saddle pads in the arena at all NRHA-approved shows.
- Approved the design of a media kit to promote NRHA to potential sponsors and advertisers with an initial budget of \$9,000.
- Additional reports given on: Sponsorship and FEI World Reining Championships