

NRHA COMMITTEE REPORT FORM

Committee name: Marketing & Sponsorship Committee

Meeting date: February 1, 2008

Committee Members Present: Robb Walther – Committee Chair, Greg Hill, Jenifer Reynolds, Philip Solum

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

Staff Present: Kathy Damrill – Staff Liaison, Carol Trimmer, Kathy Swan, John Foy, Haley Carmen, Dan Wall

Guests: Dr. Kim Sloan, Rick Weaver, Gin Lally, Misty McAuliff, Sam Houston, Pat Mullins, Katie Tims, Debra Sloan, Rick Swan, Monica Watson, Brian Welman

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 the enhancement of communication between affiliates and the National Reining Horse Association headquarters

Agenda Items:

- Discussed goals for '08
- Special Presentation by “Proxy Partners” about sponsorship valuation
- Sponsorship Update (Sam Houston)
- Website Changes
- Trade Show Policy