

## NRHA COMMITTEE REPORT FORM

**Committee name:** Marketing & Sponsorship Committee

**Meeting date:** 6-06-08

**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.

**Committee Members present:** Robb Walther-Committee Chair, Jenifer Reynolds, Kimberly Tillman, Greg Hill, Amanda Brumley, Rick Swan

**Committee Members not present:** Monica Widh, Terry Owens

**Staff Present:** Haley Carmen, Carol Trimmer, Bucky Harris, Dan Wall, Todd Barten, Christa Morris, Carol Trimmer, Krissy Colbath, John Foy

### AGENDA ITEMS:

- ◆ **Minutes** - Approved 3-28-08 minutes

### OLD BUSINESS

- ◆ **Marketing Department** – New Director of Marketing Todd Barten and Director of Communications Christa Morris were introduced.
- ◆ **Marketing Plan** – Chair Walther directed that all NRHA marketing and sponsorship must go through the Marketing Department. Todd and Christa will develop a 2009 marketing plan, rough draft due July 25.
- ◆ **NRHA Inside Reining** - Jenifer Reynolds gave an overview on NRHA Inside Reining. 2009 season budget will be presented during the Board of Directors meeting for approval.
- ◆ **Media** – Task force formed: Jenifer Reynolds, Carol Trimmer, Christa Morris, Haley Carmen and Rick Swan, to look at how NRHA media outlets tie together. (Inside Reining, the *Reiner*, the NRHA web site)
- ◆ **Membership survey** – Rick Swan reported that the survey is complete (Todd and Christa to review) and will mail within next week or two.
- ◆ **Sponsorship Report** – Dan Wall reported on the status of sponsorship renewals and new prospects.

### NEW BUSINESS

- ◆ **Futurity/Derby Nom. Plan** – Marketing Dept. will begin work on a new name and a logo. Deadline for recommendations July 25.
- ◆ **Riders Sponsors** – An internal policy recommendation for logo usage in NRHA-produced events and the *NRHA Reiner* magazine will be developed and presented to the Board of Directors. Rick Swan will conduct research on other associations' policies.
- ◆ Chairman Walther directed the use of micro sites for NRHA's different programs be implemented on the website(s).
- ◆ Creation of a DVD Million Dollar Rider project was discussed. Jenifer will prepare a project outline by July 25.
- ◆ Meeting adjourned.