

NRHA COMMITTEE REPORT FORM

Committee name: Marketing & Sponsorship Committee

Meeting date: 3-29-08

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, Philip Solum (on conference call)

Committee Members not present: Monica Widh-excused – conference call malfunction, Terry Owens

Guests Present: Dr. Kim Sloan, Rick Weaver

Staff Present: Haley Carmen, Carol Trimmer, Bucky Harris, Dan Wall, John Foy

Agenda Items:

- ◆ Corporate Sponsorship Update
 - Renewals: Adequan, Anderson Bean (adding Rios of Mercedes), Classic Equine
 - In Process of renewing several others
 - Amanda Brumley will head up sub-committee to formulate class sponsorship plan
- ◆ Hiring of Director of Sponsorship & Sales
 - Committee to have conference call on Wednesday 4/2 to formulate job description
- ◆ Proxy Partners
 - Committee recommends hiring Proxy Partners to perform sponsorship valuation pending a written statement of exact deliverables offered to NRHA
- ◆ NRHA Inside Reining
 - 08 budget is ahead of 07 at same point in time
 - Need ad sales and 2 ranch sponsorships sold for 08
 - Will create media kit to email to potential sponsors
- ◆ NRHA Inside Reining Partners Club
 - Committee decided to allow free Partners Club memberships

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