

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. Please e-mail to Dan Wall at dwall@nrha.com.

Committee name: Sponsorship

Board meeting date: March 5, 2005

Members Attending: Sam Houston, chair; Phillip Solum vice-chair (by phone; Jack Covington; Lisa Garza, staff liaison
Guests: Doug Carpenter; Dale Lopp

Mission Statement: The Sponsorship Committee, in close association with the Marketing Committee shall work to increase the number of NRHA partners and the total dollars of sponsorship to the NRHA. This will be accomplished by developing programs and methods to ensure the retention and expansion of current NRHA partners, as well as targeting new businesses or organizations, which will benefit from its affiliation with the NRHA Partnership Team.

Progress on current committee assignment:

Checking into venues for a sponsor retreat in late summer.

Will work with the marketing committee in providing information to produce and distribute a mail-out to NRHA members promoting the amenities to our membership from the sponsors.

Have a 2-page spread in Reiner promoting amenities of sponsors each month.

Progress/Action on past committee assignments:

Sponsor activities at the convention were deemed a success and we will move forward in creating a sponsor friendly environment at the 2006 convention.

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Future projects/programs under consideration:

Establish a date for a strategic planning meeting to plan out future sponsor targets.

Comments for or requests from Exec. Dir. regarding committee assignments/issues: