

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: Marketing

Board meeting date: June 18, 2005

Members Attending: Dave Wilkins, committee chair; Doug Carpenter, Walter Fuchs, Dell Hendricks, Greg Hill, Sam Houston, Dale Lopp, Tami Wagman

Staff: Lisa Garza, NRHA Staff and committee liaison; Carol Trimmer, NRHA Staff; Courtney England, NRHA Staff

Guests: Bill Bradley, Tania Warnock, Tami Hurt, Helmut Schulz, Antonio Mastrangelo, Francois Zurcher

Mission Statement:

Progress on current committee assignment:

- Have been working on several things to promote the 40th Futurity. Such as buckles, Futurity award vests, video tributes and special features, Express Clydesdales, commemorative posters with autograph signing event, ad campaign, editorial campaign, special presentations, Family Fun Day, Web site count down clock, etc.
- NRHA and Elite Affiliate Sweepstakes is a new program on the Affiliate level where they sponsor 12 trailers for the Affiliate Finals.
- Mission Possible showed lack of participation. We are thinking of ideas to revamp the program.
- We will receive 45 percent of all the new sponsorship money coming in for the marketing committee and sponsorship committee to use and what is left over at the end of the year gets carried over for the next year. Affective as soon as we get approval from the board.

Progress/Action on past committee assignments:

- NRHA Buckle will be launched at the 2005 All American Quarter Horse Congress in October. The first 40 buckles of each kind will be numbered on the back. The silver buckle will sell for \$350. The silver/gold buckle will sell for \$125. The fortieth buckle at each price point will be auctioned at the Futurity. The first buckle at each price point will be auctioned at the convention. The proceeds will go to benefit the RHSF Hall of Fame program.
- The demographic survey is in the final stages of refining the questionnaire model.
- MD Barns will be a new NRHA Corporate Partner beginning Sept. 1

Future projects/programs under consideration:

- We will be looking into sending e-mails from NRHA champions using other mailing lists. The e-mails would encourage non members to become members of the NRHA and to attend NRHA events.

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