

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: August 12, 2005

Members Attending: Sam Houston, committee chair; Phillip Solum (by conference call); Jack Covington (by conference call); Dave Wilkins

Staff: Lisa Garza, staff liaison and NRHA Director of Marketing and Communications; Courtney England, NRHA Communications Supervisor

Guests: Bill Bradley, Mark Wagman, Tami Hurt

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:

- Offer smaller sponsorships for Futurity

Progress/Action on past committee assignments:

- We have a new corporate partner sponsorship beginning Sept. 1, 2005, MD Barns.
- Waiting to hear from a GMC on a sponsorship
- Sponsorship retreat was postponed

Future projects/programs under consideration:

- Working on a project to have invited sponsor prospects come to the Futurity with an assigned NRHA member to host them.
- Working on a list of Do's and Don'ts of When working with an NRHA Sponsor
- Working on having our events televised nationally
- Make a strategic plan to work from when soliciting a sponsor
- Drafting a policy with regard to bonding sponsors

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