



Sponsorships/Events Committee Minutes: June 24, 2021

Attendance: Beverly McGowan Chairperson, Marquis Laude-Board Liaison, Eric Smith, Mark McGowan, Annette Carpenter, and Lesley Goodyear Danielle Piascik, excused due to family emergency

Budget Information: Eric stated that this committee has approximately \$100 in the budget at the moment so this committee will have to make a motion to sponsor events and ask FHANA to pay for them this year.

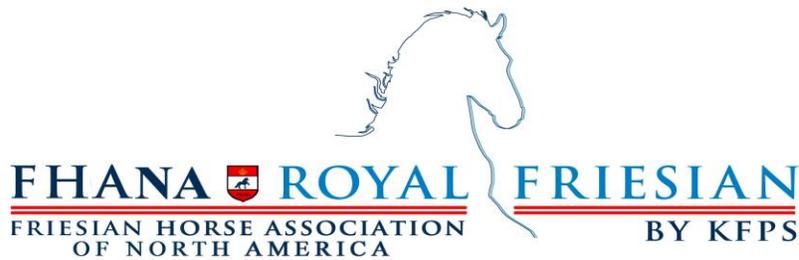
Events:

1. Hats Off event at the Kentucky Horse Park, July 31, 2021

- A. Ohio Valley Chapter would like to attend
- B. This event will have 12-15,000 people attending
- C. Overseen by Dr. Tom Riddle DVM
- D. 17th year this event has been held
- E. This is a one-day cost of \$1,000 which includes:
 - a. 2 admissions to the dinner and auction
 - b. 2 hospitality seats at the Grand Prix event
 - c. One 6' sponsor exhibitor table which included electrical hookup.
 - d. Logo inclusion and sponsor recognition on the Hats Off Day Facebook page
 - e. Name listed on the Souvenir Event Program
 - f. Name listed on Event signage

Discussion- It might be easier to have someone pick up the booth from Jason at FHANA instead of shipping it because this event is in Jason's backyard. Question was asked of when would the event need to know if FHANA will have a booth there because the BOD doesn't meet again until July 17, 2021? Bev said that it sounded like we could let them know as late as the 20th of July. Discussion of any other expenses – Bev said there would not be any other expenses, just the \$1,000 has been requested. Bev will check that at least one of the two people will have an iPad to be able to do On-Site sign ups of new members to FHANA at the booth during the event. Bev has the flyer and talked to Carrie Blair about this, but Jason has the packet for the event.

Motion was made for Bev to submit the request to FHANA to sponsor this event. Lesley Seconded and it passed.



2. Washington State Fair, Sept 2-6, 2021

- A. Pacific Chapter
 - a. The Pacific Chapter already has a booth but needs the materials and possibly a give-away for a raffle or door prize. This is all they need now. Bev will check again with them.

3. FHANA Keurings

- A. Bev sent an email to all the Keuring Site Hosts asking what materials they need
 - a. During the next Keuring Host meeting Bev will discuss with the hosts what they all will be needing for their Keurings.

4. Canada Shows

- A. Danielle was scheduled to report on this but due to a family emergency she was not able to attend
 - a. Update from Danielle - I have messages out to Kay and Jack to find out if they will have any representation this year for Calgary and Abbotsford, both are being held and will be in July.
- B. As far as we know there is the New England Equine Affair, Nov 11-13, 2021
- C. Canada Horse Expo, April 15-17, 2022
- D. Calgary Stampede, July 9-18, 2021
 - a. Bev said all the items needed for this event are already here

5. IFSHA World Show

- A. Discussion of who does this show, no one was really sure so Bev will talk with Kerri again about this.

6. Events no longer have Friesians

- A. All Feathered Horse Classic shows
- B. Pin Oaks Show

7. Other discussion:

- A. For other horse shows this fall, we should sponsor at least one class at shows that Friesians participate at and give an award. Not having sponsors is a real problem. Especially if there is a Friesian only class, FHANA should be sponsoring it.
- B. It was discussed that possibly some chapters are too small or don't have the budget for the deposit on the FHANA booth and that maybe there should be a banner for the chapter to rent. It is the committee's hope that all the chapters will be able to purchase the banner in the future to have at all their events.



- C. Bev talked about asking anyone who does an event and uses the FHNA Banner/Booth at their event to take pictures of it and we'll put it out for the members to vote on the best display. There will be an award for the best display. Marq asked that Bev will write up a new program to take to the FMC/BOD for approval.
- D. Annette asked how the budget for this committee is generated and Eric explained that the sponsorships are the income and anything we need that is more than what we generate in sponsorships will need to be submitted to the BOD asking for the money. Due to COVID there was about \$500 in the general fund for Sponsorships/Events. Some of the money will come from paid membership dues and registration fees. The more members the more of a budget we will have available for the sponsorships and events.
- E. Bev will send out an email to the committee if she gets any other feed back or information on the above discussed items.

Next meeting scheduled for July 15, 2021.

Adjourned at 5:49pm

