

Sponsorships/Events Committee Minutes: July 15, 2021

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

Events:

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

Update – because this request/motion was not brought to the attention of the BOD, it was not discussed, voted on or approved. Marquis found a sponsor to pay the \$1,000 and he requested the information for the event. Bev said that Jason had the packet. Bev will contact the people who will attend this event and put up the booth to let them know.

2. IFSHA World Show

Update – IFSHA has waived the \$2500 fee for the booth if we would like to participate, which is very generous! Bev is trying to find someone to man the booth for the show as it is very expensive to go for the entire show.

3. FHANA Keurings

Bev has contacted all the Keuring hosts to see what materials they will be needing

4. Budget 2022

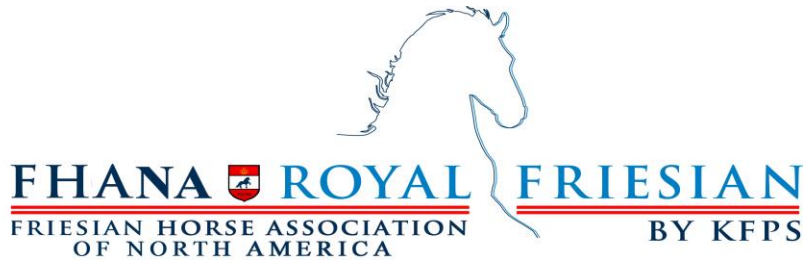
If anyone has shows in their area that would like to have materials or need sponsors for the Friesian classes to please submit them to this committee as soon as possible to be able to develop our budget for 2022

5. Follow up on new awards

Marquis suggested we contact the Sports Committee and work with them on new awards

6. Other discussion:

- A. Perry Miller from Michigan contacted Bev and said he has someone working with him that we can use as his contact. Bev will get this information from him
- B. Washington State Fair – Bev is getting the materials together for them



- C. Danielle has an event coming up and was asking if there is a list or form to send to Jason for the materials? She also asked about the App that Marquis has for signing up new members on site, Marquis will get her set up. Danielle will get the info to Bev on this event.
- D. Marquis – The BOD is asking all the committees in a competitive fashion to give at least 5 Sponsor sources for him to contact to help sell advertising in the FHANA magazine. Right now, the magazine is running in the red and needs to sell more advertising. Lesley asked if there was an advertising packet, but Marquis said all we need to give Jason is the sources and Jason will do the calling to these individuals/Companies.
- E. Marquis told Annette to make sure any motions made by this committee need to be in the minutes in **BOLD** and Underlined so Jason can pull them out to have ready for the following BOD Meeting. That is why the item in #1 of these minutes were not brought before the BOD. Annette will make sure, now that she knows.

Next meeting scheduled for August 19, 2021.

Adjourned at 5:21pm

