

# Meeting Minutes

# **MARKETING & FUNDRAISING COMMITTEE**

# 22nd January 2018 @ The Fox Inn, Rudgwick

## Attendees

Ian Hoy, Laura Goldsmith, John James, Will Elliott

## Apologies for absence

Barry Shaw

1. **To consider the minutes of the meeting on 27th November 2017**

Completed and signed by Ian Hoy.

1. **Matters Arising**
2. Shotter & Byers confirmed £1k sponsorship of show jumping and supreme championship.
3. Station Garage – AG had had a meeting with them, they are interested in coming back to the show, will be taking a Main Ring trade stand, but no sponsorship this year.
4. Elmbridge have been in contact – will be supporting the Show in some degree this year.
5. Natwest – WE confirmed they are not going to sponsor this year.
6. NFU – Ian Hoy will speak to them in due course.
7. Clyde & Co. – AG to ask Lisa Fahy (horse committee) who works for them.

## Sponsorship Update 2018

AG confirmed things were slow and we are behind target. Lack of title sponsor will have a big impact on income this year. AG to continue to chase sponsors (all have had a letter and a follow up email). Review at next meeting – if still lack of response, list to be divided up amongst committee members and phone calls to be made.

Ian Hoy confirmed Roger Coupe have shown an interest in sponsoring the roadside boards. £2k was agreed as the figure to quote – 150 double sided boards needed. **IH** to continue discussions.

Trade stand bookings – good, well up on this time last year.

Target – 4 or 5 new £1k sponsors?

Laura Goldsmith reported she is in comms with Alfold Mowers re. possible sponsorship of the lawnmower racing demo.

1. **2018 Marketing update**

New poster and leaflet has been commissioned from Boo Design. New picture for the front was agreed but to keep to similar design/colour scheme.

Online/social media marketing – AG continues to keep FB, Twitter and Insta up to date, but paid advertising will not commence until April.

1. **Any other business**

A Presidents Lunch will take place at this year’s Show to try and encourage sponsorship and support for 2019. 10 x 2 to be invited. AG/JJ to compile a list of suitable guests. Table to be laid with linen etc. and guests to be served with waitresses. Once invite list agreed, AG to order invitations. AG to order Presidents Guest badges with badge order. **AG**

## Date and Time of Next Meeting

Monday, 26th March 2018, 7.30pm @ The Fox Inn

Minutes submitted by: Anna Giller

Approved by: