

# Meeting Minutes

# **MARKETING & FUNDRAISING COMMITTEE**

# 26th March 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 22nd January 2018**

Completed and signed by Ian Hoy.

1. **Matters Arising**
2. Roger Coupe will not be sponsoring or advertising this year. They have taken the back cover for a number of years.
3. President’s guests for lunch – a table of 20 confirmed. AG to order some invitations and AG/JJ to agree invites lists. **AG/JJ**

## Sponsorship Update 2018

AG confirmed things were slow and we are currently approx. £10k behind target (£15k). Lack of Main Ring sponsor will have a considerable effect on the financial situation.

A list of current sponsorship pledges was circulated. Significant changes compared to this time last year are no pledges to date from the following:- Sarah Dundson for the Horse officials lunch (£1k), Elmbridge Village (£5k), Nyes (£0.5k) and DH Stallard (£0.5k)

Will Elliott confirmed he had spoken to his contact at The Old Rectory Nursing home and they will continue with their sponsorship of the Ridden Veterans classes. **AG to invoice**.

John James very kindly confirmed that Holdhurst Manor Estates will once again sponsor £2k. John James also agreed to send out Sponsorship Information leaflets to his contacts associated with the farm. **JJ**

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

1. **2018 Marketing update**

New poster and leaflet has been signed off and copies ordered.

Horse entries advert on Facebook is performing well. So far for a £50 spend the advert has reached 6,500 people with 900 engaging on the post and over 300 clicking through to the website. End of April another Facebook campaign to commence along with regular posts regarding what is happening at the Show.

Leaflet drop by Barrelfield scheduled again for late June as per 2017. No print advertising due to prohibitive costs and intangible benefits.

1. **Any other business**

Discussion was had with regards to raising funds around the Show time. It was discussed if the members’ marquee could be rented out for a party in the middle week of set up? The logistics of this were discussed and it was agreed that further thought should be given to this for future years and further discussions with other committees.

## Date and Time of Next Meeting

Monday, 14th May 2018, 7.30pm @ The Fox Inn

Minutes submitted by: Anna Giller

Approved by: