



## MEMORANDUM

**TO:** NRHA Board of Directors  
**FROM:** NRHA European Council  
**RE:** 2018 NRHA European Summit

Representatives from 15 countries met in Brussels, Belgium on January 15<sup>th</sup> & 16<sup>th</sup>. Countries in attendance included Austria, Belgium, Denmark, France, Germany, Great Britain, Hungary, Italy Luxembourg, Netherlands, Norway, Poland, Spain, Sweden and Switzerland. They identified 5 Priority Areas to focus on throughout the next year and developed plans to execute important next steps.

### **Priority Areas**

1. Focus on ANIMAL WELFARE
2. Increase MEMBERSHIP
3. Expand MARKETING
4. Gain more SPONSORSHIPS
5. Build PARA REINING Programs

### **ANIMAL WELFARE**

Following the NRHA initiative “Respect the Sport, Respect the Horse,” ANIMAL WELFARE will be a lens through which we consider all decisions and goals. While each country’s associations have additional issues they address in the way that is most appropriate for their members, NRHA will develop a protocol to ensure that all members understand what is acceptable according to the Association.

### **MEMBERSHIP**

All agreed increasing membership is vital to growing the sport. Each country has its own system/tiers of memberships and want to share ideas to help everyone, including NRHA, to increase total number of members.

### **MARKETING**

Promoting the sport, telling the NRHA story, and communicating to a broader audience came up repeatedly. This initiative incorporates branding, communications, PR and marketing, all working cohesively to build a foundation for a successful sponsorship program and more members.

### **SPONSORSHIPS**

Creating a stronger sponsorship program will help grow the sport and maintain sustainability of current programs/events. This will be coordinated through the OKC office.

### **PARA REINING**

Expanding para reining is a way to include more people in the sport and expand the demographic and reach of NRHA, while also potentially attracting a broader audience and group of sponsors.