

Minutes
Sponsorship Task Force Meeting
Board of Natural Resources
2 Martin Luther King, Jr. Drive, S. E.
Suite 1352 East Tower
Atlanta, GA 30334
January 27, 2010

Attending:

Board Members

Mr. Warren Budd
Mr. Jim Walters
Mr. Ray Lambert
Mr. Bill Archer
Dr. Phillip Watt
Mr. Tom Wheeler

Staff Members

Chris Clark
Dan Forster
Mike Harris
Lauren Curry
Sarah Dearman
Robin Hill
Lisa Weinstein
Lacey Avery

The January 27, 2010 meeting of the Sponsorship Task Force began with a welcome from Commissioner Chris Clark.

A DNR Sponsorship RFP discussion was led by Sarah Dearman.

The RFP's scope of work may include developing a campaign plan, identifying prospects, designing strategies and tracking progress. DNR may be responsible for identifying personal prospects, participating in solicitation, recording gifts, and approving sponsors, signage, and other agreements. Sponsorable assets may include facilities, programs, and projects as determined by Commissioner and Division Directors. DNR will have final approval of all assets. The Sponsorship RFP will go out early February.

Questions and feedback on DNR Sponsorship RFP discussion include:

1. Define expectations: differentiate between 'marketing' and 'imaging'
2. Proprietary information: retain ownership of program and work with legal counsel to maintain

Lisa Weinstein gave an overview of the sponsorship levels for Weekend for Wildlife, currently totaling \$430,000. She is working to obtain more sponsors. The verbal auction items for Weekend for Wildlife were discussed. Lauren Curry and Robin Hill recently met with Governor Perdue to discuss ideas. The Governor is donating five items for the verbal auction. DNR is working to encourage registration for the event.

Important dates include February 1, the deadline for silent and verbal auction donations, and February 12-13, Weekend for Wildlife.

There being no further business, the meeting was adjourned.