



CHAMPIONNAT
2017 AAC
NATIONAL
AGILITY-AGILITÉ
CHAMPIONSHIP

August 4-6, 2017
Thunderbird Equestrian Showpark
Langley, BC

PARTICIPATION INFORMATION:

Sponsors

Vendors

Donations

This Agility Association of Canada (AAC) National Championship is held annually in different provinces throughout Canada. This year, BC is the host province and we have secured the beautiful Thunderbird Equestrian Showpark in Langley, for August 4-6, 2017. It is estimated that at least 500 dogs from all areas of Canada and the US will be competing.

The Championship event is open to dogs, whether pedigree or mixed breed, who have qualified at their provincial regional competition - and their owners - of all ages and physical abilities. Agility participants can be male or female, 5 to 80+, and the typical competitor can spend upwards of \$4,000 annually on just dog sporting events, supplies and training – this in addition to the dollars spent on everyday care for their companion. Our competitors also include many professionals and business owners in dog related fields such as veterinarians, dog behaviourists, obedience and sport trainers, groomers, physical rehab and sport performance therapists, walkers and daycare, kennels and specialized dog products. Needless to say, many of our competitors are in a position to make product recommendations to training facilities, colleagues, students and clients.

Organizing an event of this size and caliber requires countless hours, numerous volunteers and financial expenditures. There are many ways that you and/or your company can help make this an outstanding event for all involved and at the same time, take advantage of the market-specific competitors and over 150 volunteers, as well as the public audience that attends to watch the three days of competition in Langley.

This brochure contains information on how you can help make this event successful and in return, we offer a variety of direct marketing, branding and advertising opportunities that will promote your business or service to all in attendance. The sponsorship levels listed in this document are guidelines – if you have something else in mind, please do not hesitate to discuss your suggestions with us.

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Chair
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SPONSORSHIP OPPORTUNITIES

Steeplechase Sponsor (Exclusive to one sponsor)

An annual, thrilling stand-alone event, held on Sunday after the completion of the regular Nationals competition, featuring the best of the competitors who must qualify in the two preliminary rounds on Friday and attracts a large audience. Cash prizes are awarded to the winners in each height class.

Premier representation for the sponsor!

- 🐾 \$4,000 for “**exclusive**” sponsorship of the Steeplechase Finals
- 🐾 Steeplechase Championship will bear the name of the sponsor in every reference to the event, including website, facebook, competitor entry form and catalogue; frequent sponsor “mentions” during the actual running of the event
- 🐾 Sponsor may provide four banners/signs no larger than 3’ wide by 10’ long, to be on display in the steeplechase ring during the runoff. Until the runoff, two of the banners will be hung in prominent competition locations from Friday until Sunday
- 🐾 Full-page sponsor advertisement in competitor’s catalogue (to be supplied by the sponsor)
- 🐾 First option on booking a vendor booth and booth fees waived (\$150 value)
- 🐾 Sponsor name/logo & website link on Steeplechase Event page of website and Home page of website, and Nationals Facebook page
- 🐾 Sponsor may provide literature or coupons to be inserted in competitor & volunteer registration package (optional)
- 🐾 Sponsor may use the Nationals event logo and phrase
“2017 AAC Steeplechase Championship Sponsor”
on Sponsor marketing materials and website

Sponsor An Event Ring (Available for 6 event rings)

- 🐾 \$1,000 for “**exclusive**” ring advertising and sponsor ring naming during the Nationals competition events (sponsor may also provide up to six banners/signs no larger than 3’ wide by 10’ long, to be on display in the named ring)
- 🐾 Event rings will be assigned on a first come first serve basis
- 🐾 Includes sponsor’s ring name in competitor’s catalogue and event ring maps
- 🐾 Includes mentions during the event when referring to sponsored ring
- 🐾 ½ page sponsor advertisement in competitor’s catalogue (to be provided by the sponsor)
- 🐾 First option on booking a vendor booth and booth fees waived (\$150 value)
- 🐾 Sponsor name/logo & link on Ring sponsorship page of website and Home page of website, and Nationals Facebook page
- 🐾 Sponsor may provide literature or coupons to be inserted in competitor & volunteer registration package (optional)

Volunteer T-Shirt Sponsor (Limited to one sponsorship opportunity)

- 🐾 \$1,000 commitment from sponsor
- 🐾 Sponsor will provide logo for t-shirts, print advertising, website, and competitor’s catalogue
- 🐾 Sponsor name/logo/slogan to be printed on back of at least 150 volunteer shirts!
- 🐾 High visibility and movement around the site, visible to public and media
- 🐾 Sponsor name on all event advertising, event posters, website, and competitor’s catalogues
- 🐾 Prominent space provided in competition areas to hang banners (no larger than 3’ wide by 10’ long - signs provided by sponsor)
- 🐾 Sponsor may provide literature or coupons to be inserted in competitor & volunteer registration package

Junior Handler Nationals Sponsor

(Limited to one sponsorship opportunity)

- 🐾 \$1,000 commitment from sponsor
- 🐾 Sponsor will provide logo for t-shirts, print advertising, website, and competitor's catalogue
- 🐾 Sponsor name/logo/slogan to be printed on Junior Handler competitor t-shirts
- 🐾 **“Exclusive”** ring advertising and sponsor ring naming during the Friday Junior Handler Nationals competition events (sponsor may also provide up to six banners/signs no larger than 3' wide by 10' long, to be on display in the two JH competition rings)
- 🐾 Sponsor may provide literature or coupons to be inserted in competitor & volunteer registration package

Platinum Level Sponsorship (\$750+ Cash or \$1,000 Product value)

- 🐾 \$750+ in cash or \$1,000 in product (combinations of both will be considered) from sponsor
- 🐾 Sponsor may provide any/all of the following: logo and web link for competition website and catalogue; signs/banners (no larger than 3'x10', up to 3), product advertising or coupons for competitor & volunteer registration packages
- 🐾 Sponsor signs hung onsite in high-traffic areas viewable by competitors and spectators
- 🐾 Full-page sponsor advertisement in competitor's catalogue (to be provided by sponsor)
- 🐾 Sponsor name/logo & link on Home and Platinum sponsorship page of website and competitors' catalogue
- 🐾 First option on booking a vendor booth and booth fees waived (\$150 value)
- 🐾 Sponsor may provide literature or coupons to be inserted in competitor & volunteer registration package (optional)

Gold Level Sponsorship (\$500+ Cash or \$750 Product Value)

- 🐾 \$500+ in cash or \$750 in product (combinations of both will be considered) from sponsor
- 🐾 Sponsor may provide any/all of the following: logo and web link for competition website and catalogue; sign (no larger than 3'x10'), product advertising or coupons for competitor & volunteer registration packages
- 🐾 ½ page sponsor advertisement in competitor's catalogue
- 🐾 Sponsor name/logo & link on Gold sponsorship page of website and competitors' catalogue
- 🐾 First option on booking a vendor booth and discounted booth fees (50% discount - \$75)
- 🐾 Sponsor's sign hung onsite in high-traffic areas viewable by competitors and spectators

Silver Level Sponsorship (\$250-500 Cash or \$500 Product value)

- 🐾 \$250-500 in cash or \$500 in product (combinations of both will be considered) from sponsor
- 🐾 Sponsor may provide any/all of the following: logo and web link for competition website and catalogue; sign (no larger than 3'x10'), product advertising or coupons for competitor & volunteer registration package
- 🐾 Business card sponsor advertisement in competitor's catalogue (to be provided by sponsor)
- 🐾 Sponsor name/logo & link on Silver sponsorship page of website & competitor's catalogue
- 🐾 Sponsor sign hung onsite in high-traffic areas viewable by competitors and spectators

Bronze Level Sponsorship (\$250 or less Cash or \$350 Product value)

- 🐾 \$250 or less in cash or \$350 in product (combinations of both will be considered) from sponsor
- 🐾 Sponsor may provide ad, logo and web link
- 🐾 Business card sponsor advertisement in competitor's catalogue (to be provided by sponsor)
- 🐾 Sponsor name/logo & link on Bronze sponsorship page of website & competitor's catalogue

Volunteer Food/Beverages

- 🐾 Donations of food or beverages for judges and volunteers working the event from the sponsor (examples: bottled water/pop/coffee/tea; snacks, fruit, pizzas, deli platters)
- 🐾 Sponsor may provide ad, logo and web link
- 🐾 Sponsor acknowledgement in competitor's catalogue & website
- 🐾 If sponsor donation is \$250 or more in value they will be provided a space onsite to hang one (1) sign in a prominent location (no larger than 3' x 10' - sign to be provided by sponsor)

Advertisement in Competitor's Catalogue

Each of the approximately 500 competitors will receive a colour electronic copy of the event catalogue, which will include general information about the event: start times, running orders, site maps, etc. Competitors will have an opportunity to request a printed copy of the catalogue as a commemorative souvenir (5% GST will be added to the prices below)

- 🐾 \$30 – business card advertisement
- 🐾 \$35 – ¼ page advertisement
- 🐾 \$55 – ½ page advertisement
- 🐾 \$80 – full page advertisement

Vendor Booths (\$150) Double booth (\$250)

(5% GST will be added to the booth fees)

Vendor area will be located a high traffic area between the competition rings from Friday August 4 to Sunday August 6 – these areas will be accessible to competitors, guests and spectators.

- 🐾 A 10'x10' booth space with table and two chairs will be provided
- 🐾 Vendors to provide their own shade/rain cover and display racks
- 🐾 Electrical hookups may be available by **advanced request on the vendor form.**
- 🐾 Vendor name/logo, contact info & weblink listed on “vendor” page of event website and competitor's catalogue

Book now to ensure you have a space! Contact **Joanie-Leigh Elliot** call 604-762-6707 or email agileted@gmail.com