



# DYNAMO DOG SPORTS

## ***Be part of something amazing!***

We are excited to announce that the Agility Association of Canada has selected our local dog agility group, Dynamo Dogsports, as the host club for the 2013 National Dog Agility Championships! From August 1 – 4, Dynamo Dogsports are proud to be bringing this prestigious event to the beautiful William F. Lede Park in Leduc, Alberta.

It's going to be a very exciting event, as we welcome over 500 of the top dog/handler teams from across Canada, who will show off their skill and teamwork, on tough and technical agility courses over the 4 days of competition, culminating in the crowning of 15 National Dog Agility Champions.

Dynamo Dogsports is a small not for profit dog club, and so an event of this magnitude cannot succeed without the help and support of local businesses like yours. We would love to have you on board as a sponsorship partner for this prestigious competition.

We are expecting a very large turnout from Leduc and surrounding communities, as people come out to either help as a volunteer, or to enjoy the fast paced action as a spectator. Plans are also in the works to provide live streaming video of this once in a lifetime event, both in Canada and around the World.

The National Dog Agility Championships is the pinnacle of performance for Canada's dog agility competitor, and your sponsorship support would help make this one of the premiere dog events in the country. In return we can offer you a unique opportunity to promote your business to a diverse audience.

We are looking for sponsors for a variety of specific aspects of the event:

- The Canadian National Steeplechase Championship;
- Hospitality Tent Sponsor (providing snacks and drinks to our 100 – 200 volunteers)
- Banquet Sponsor – to help make our Friday night Banquet a success

We can also tailor sponsorship to suit your unique needs.

Please contact us at your earliest convenience at [sponsor@aacnationals2013.ca](mailto:sponsor@aacnationals2013.ca). We really hope we will be able to work with you, to make the Canadian National Dog Agility Championships the most prestigious and dynamic Dogsport event in Canada!

Sincerely,

Robbi Bitner,  
Sponsorship Coordinator, 2013 AAC National Championships Committee  
(780) 242-3857

and

Seanna O'Neill,  
President, Dynamo Dogsports  
Chairperson, 2013 AAC National Championships Committee



# DYNAMO DOG SPORTS

## ***Some Agility Facts:***

The Agility Association of Canada (AAC) was founded in 1988 and is committed to promoting inclusive, competitive dog agility at a local, regional, national and international level, for all handlers and dogs, both purebred and crossbred.

Canine agility attracts people from all walks of life with varied interests and backgrounds, from children to seniors and everyone in between.

Participation in organized dog sports such as agility promotes a healthy and active lifestyle, coupled with responsible dog ownership.

Dog Agility in Canada has experienced exponential growth from its early beginnings in the late 1980's, and has become a familiar and exciting spectator sport, thanks in part to television network coverage, including Outdoor Life, Animal Planet and Top Dog, along with numerous newspaper and magazine articles.

There are over 15,000 dogs registered with the AAC

Over 150 AAC member clubs across Canada host agility trials and competitions

While competitors come in all shapes and sizes, some characteristics of a typical agility competitor...

- Primarily female
- Age 35+
- Well-educated
- Has disposable income
- Own and maintain a vehicle
- Buy pet products, including quality pet food, treats, toys, grooming products, crates, beds and clothes
- Use health supplements for their dogs
- Use pet services, including veterinary care and medical services, training and classes, boarding facilities, groomers and breeders
- Bank, borrow, and invest
- Frequent hotels and restaurants when competing away from home
- Buy athletic wear, outdoor gear and sports shoes and clothing



98% of competitors will visit vendor booths and recognize sponsors at major AAC events like Nationals Championships

# 2013 AAC NATIONALS SPONSORSHIP PACKAGES



Our sponsors and partners make events like this possible by providing assistance, locally, nationally and internationally. There are many sponsorship options and packages outlined below that may be a perfect fit for you. Certain sponsorship package options have limited availability, so book early to secure your spot!

We would also be happy to meet with your team to custom design a sponsorship package that meets your unique needs and marketing objectives; so if you have an idea for how we can tailor a sponsorship package for your organization, we invite you to contact us by email at [sponsor@aacnationals2013.ca](mailto:sponsor@aacnationals2013.ca).

## Steeplechase Sponsor

\$7,500.00

(Only 1 available)

*The Steeplechase final is the culmination of the competition and offers the most prominent all-inclusive opportunity for corporate promotion, with benefits including:*

- Steeplechase Championship will bear the name of sponsor e.g. “\_\_\_\_\_” Steeplechase
- Sponsor Logo/Name will be placed on Steeplechase Finalist T-Shirts
- Sponsor Logo/Name will be placed on Steeplechase Finalist Ribbons
- Sponsor’s representative may participate in the Awards Ceremony
- Event name will appear on maps, signage and schedules
- A Keepsake photograph of the National Steeplechase Champion with the Sponsor’s representative
- Prominent Logo placement (with web hyperlink, if applicable) on:
  - AAC National Championship website [www.aacnationals2013.ca](http://www.aacnationals2013.ca)
  - Agility Association of Canada website
  - Applicable social media
- Reciprocal website links and opportunity to use the event logo on Sponsor marketing materials
- Banners, to be supplied by the Sponsor, displayed in each of 4 rings
- One banner, to be supplied by the Sponsor, displayed in the hospitality tent
- Access to the VIP seating section for the duration of the four day event
- VIP seating for up to 4 people at the Steeplechase Championship and the Awards Ceremony
- Free 10’ x 10’ Exhibitor space, booth to be supplied by the Sponsor
- Full page advertisement in the Official Catalogue, ad copy to be supplied by the Sponsor
- Daily loudspeaker announcements, promoting the Sponsor, over the four day event
- Listed on Thank You page of Nationals Website and in the Nationals Catalogue

## Diamond Sponsor

\$5,000.00

- Sponsor Logo/Name will be placed on all Volunteer T-shirts
- A Keepsake photograph of the National Agility Champion with the Sponsor’s representative
- Prominent Logo placement (with web hyperlink, if applicable) on:
  - National Championship website [www.aacnationals2013.ca](http://www.aacnationals2013.ca)
  - Agility Association of Canada website
  - Applicable social media
- Reciprocal website links and opportunity to use the event logo on Sponsor marketing materials
- Banners, to be supplied by the Sponsor, displayed in each of 3 rings
- One banner, to be supplied by the Sponsor, displayed in an alternate location
- Access to the VIP seating section for the duration of the four day event
- VIP seating for up to 4 people at the Steeplechase Championship and the Awards Ceremony
- Free 10’ x 10’ Exhibitor space, booth to be supplied by the Sponsor
- Full page advertisement in the Official Catalogue, ad copy to be supplied by the Sponsor
- Daily loudspeaker announcements, promoting the Sponsor, over the four day event
- Listed on Thank You page of Nationals Website and in the Nationals Catalogue



## 2013 AAC NATIONALS SPONSORSHIP PACKAGES

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### Platinum Sponsor

\$2,500.00

- A Keepsake photograph of the National Agility Champion with the Sponsor's representative
- Prominent Logo placement (with web hyperlink, if applicable) on:
  - National Championship website [www.aacnationals2013.ca](http://www.aacnationals2013.ca)
  - Agility Association of Canada website
  - Applicable social media
- Reciprocal website links and opportunity to use the event logo on Sponsor marketing materials
- Banner, to be supplied by the Sponsor, displayed in each of 2 rings
- One banner, to be supplied by the Sponsor, displayed in an alternate location
- Access to the VIP seating section for the duration of the four day event
- VIP seating for up to 2 people at the Steeplechase Championship and the Awards Ceremony
- Free 10' x 10' Exhibitor space, booth to be supplied by the Sponsor
- Full page advertisement in the Official Catalogue, ad copy to be supplied by the Sponsor
- Daily loudspeaker announcements, promoting the Sponsor, over the four day event
- Listed on Thank You page of Nationals Website and in the Nationals Catalogue

### Gold Sponsor

\$1,000.00

- A Keepsake photograph of the National Agility Champion with the Sponsor's representative
- Logo placement (with web hyperlink, if applicable) on:
  - National Championship website [www.aacnationals2013.ca](http://www.aacnationals2013.ca)
  - Applicable social media
- Reciprocal website links and opportunity to use the event logo on Sponsor marketing materials
- Two banners, to be supplied by the Sponsor, displayed in an alternate location
- VIP seating for 1 Representative at the Steeplechase Championship and the Awards Ceremony
- ½ price 10' x 10' Exhibitor space, booth to be supplied by the Sponsor
- ½ page advertisement in the Official Catalogue, ad copy to be supplied by the Sponsor
- Daily loudspeaker announcements, promoting the Sponsor, over the four day event
- Listed on Thank You page of Nationals Website and in the Nationals Catalogue

### Silver Sponsor

\$500.00

- Logo placement (with web hyperlink, if applicable) on:
  - National Championship website [www.aacnationals2013.ca](http://www.aacnationals2013.ca)
  - Applicable social media
- Reciprocal website links and opportunity to use the event logo on Sponsor marketing materials
- One banner advertisement on site throughout the four day event, to be supplied by the Sponsor
- Quarter page advertisement in the Official Catalogue, ad copy to be supplied by the Sponsor
- Daily loudspeaker announcement, promoting the Sponsor, over the four day event
- Listed on Thank You page of Nationals Website and in the Nationals Catalogue

### Bronze Sponsor

\$250.00

- Logo placement (with web hyperlink, if applicable) on:
  - National Championship website [www.aacnationals2013.ca](http://www.aacnationals2013.ca)
  - Applicable social media
- One banner advertisement on site throughout the four day event, to be supplied by the Sponsor
- Business card advertisement in the Official Catalogue, ad copy to be supplied by the Sponsor
- Daily loudspeaker announcements, promoting the Sponsor, over the four day event
- Listed on Thank You page of Nationals Website and in the Nationals Catalogue

### Friends of Agility

\$125.00

- Daily loudspeaker thank you announcement over the four day event
- Listed on Thank You page of Nationals Website and in the Nationals Catalogue
- **One Entry into the Friends of Agility Draw for an Agility TIMER from FARMTEK!!!**



## 2013 AAC NATIONALS SPONSORSHIP PACKAGES

Please note that while sponsors may offer product "in kind" as part of the Sponsorship, those who ONLY offer product may not receive all of the valuation offered in the Sponsorship packages above, as those product donations, while appreciated, do not enable us to purchase ribbons/volunteer t-shirts/water or other expenses that we need to cover.

### **Other Options**

#### **Welcome Bag Contributions**

Putting your welcome product into our welcome bags provides a unique opportunity to market directly to those volunteers, competitors and pet owners from across Canada, who invest time and money in their pets. For one low price you can include your product in each of these prized welcome bags, and get your message to hundreds of potential customers.

Competitors Kit Contributions (into all 600 competitor welcome bags)

Volunteers Kit Contributions (into all 200 volunteer welcome bags)

Some suggestions for contribution or promotional items include:

Food Samples

Athletic/Fitness Items

Water Bottle

Toys

Travel Items/First Aid Kits

Treat Samples

Product Samples

Pedometer/Timer

Portable Pet Bowls

*\*\*All contribution items must be pre-approved by the Event Organizer and may include products samples, gift cards and coupons but may not consist solely of advertising literature. Contact our sponsorship team at [sponsor@aacnationals2013.ca](mailto:sponsor@aacnationals2013.ca) to find out more!*

#### **Volunteer Hospitality Platinum Sponsor**

\$2000.00 (app)

We will have over 150 volunteers, putting in a lot of hours, working to make this the most successful dog sport event in Canadian History. We are looking for a special sponsor to host a hospitality tent for our volunteers, to provide snacks and drinks throughout the day to keep our volunteers hydrated and nourished. The hospitality sponsor will be prominently featured in the hospitality tent, and be considered a Platinum Sponsor! *Contact our sponsorship team at [sponsor@aacnationals2013.ca](mailto:sponsor@aacnationals2013.ca) to find out more!*

#### **Exhibitor Space**

\$250.00

A limited amount of space will be set aside for on-site vendors and exhibitors. Each area is 10' x 10'. Exhibitors will be responsible for providing their own booth, equipment and staff. Contact [sponsor@aacnationals2013.ca](mailto:sponsor@aacnationals2013.ca) to reserve space!

#### **Catalogue Space**

Varies

Want to have a permanent place in the keepsake catalogue? Rates are as follows:

Full Page: \$200    Half Page: \$100    Quarter Page: \$50    Business Card: \$25

*(B/W pricing, for full colour please contact us; Ads must be pre-approved and sent to us copy ready)*

### **How to Be a Sponsor**

It's easy to be a sponsor!

1. Fill out the Sponsorship Application on our website at [www.aacnationals2013.ca/sponsorship](http://www.aacnationals2013.ca/sponsorship)
2. You will receive confirmation of your application from our sponsorship team, and within a few days we will process your application and provide you with a Sponsorship Contract.
3. Payment for sponsorship can be made securely online through PayPal or through the mail by cheque. Payment is due prior to activation of your online logo or other services.
4. Instalment payments are available for all sponsorship packages of \$5,000.00 or more. Please contact us at [sponsor@aacnationals2013.ca](mailto:sponsor@aacnationals2013.ca) for details.

***Thank you for considering our event, we look forward to hearing from you!***

**2013 AAC Nationals Championships**  
**August 1<sup>st</sup> to 4<sup>th</sup>, 2013**  
**Leduc, Alberta**  
**SPONSORSHIP APPLICATION**

**COMPANY NAME:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **PROV:** \_\_\_\_\_ **POSTAL CODE:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **CELL:** \_\_\_\_\_ **FAX:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_ **WEB ADDRESS:** \_\_\_\_\_

Package Options Selected (please list)	\$ Total
<b>* Prices include 5% GST</b>	<b>TOTAL:</b>

Gift Bag Option	Type	Brief description of item(s):
300	Volunteer gift bag item(s)	
600	Competitor gift bag item(s)	

On receipt of your application, our sponsorship team will contact you regarding the Sponsorship Contract, payment options and other details. All payment will be made to the Agility Association of Canada.

**PLEASE NOTE THAT NO EXCLUSIVITY WILL BE GUARANTEED FOR ANY SPONSOR.**

**NAME:** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**CREDIT CARD PAYMENT AUTHORIZATION**

**Visa**  **or Mastercard**  **Card #** \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ **CVV2** \_\_\_\_\_

3 digit # on back of card

**Expiry (month/year):** \_\_\_\_\_ / \_\_\_\_\_ **Total Payment Amount \$** \_\_\_\_\_

**Cardholder Name** \_\_\_\_\_ **Authorized Signature** \_\_\_\_\_

By signing this form I/we authorize the Agility Association of Canada to apply this amount to the card shown above.