



Please consider investing in this unique sponsorship opportunity!

The Agility Association of Canada has selected Dynamo Dogsports – an Edmonton based agility club – to host the 2017 Alberta/Northwest Territories Regional Dog Agility Championships. This event will take place June 22 – 25, 2017 at the Ottewell Curling Rink and Driving Range in Edmonton.

Alberta is home to some of the best agility dogs in the world. Regionals is a competition where over 350 of the top dog/handler teams from across Alberta and the Northwest Territories gather. Teams will show off their skills and teamwork on tough, technical courses, culminating in the crowning of 15 Champions. This event features dogs of all breeds, shapes, speeds and sizes along with their handlers. Competitors present will range from recreational enthusiasts to those vying to represent our country internationally. Whether tackling the courses with blazing speed and astonishing skill, or in their own unique way, it's obvious every dog loves to play!

Our expected turnout will be significant. Hundreds of spectators are expected to be on hand to cheer on the teams. It will take over 100 volunteers to run an event of this scale. Plans are also in the works to provide live streaming video of the competition across Canada and around the world.

An event of this magnitude cannot succeed without the help and support of organizations like yours. We would love to have you on board as a sponsorship partner for this prestigious competition. Your sponsorship support will 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:

- A naming sponsor for our Steeplechase Championship – an all-out “dash for cash” final race
- Naming sponsors for the agility rings – rings will feature advertising for your company, products and/or services
- A hospitality sponsor – sponsorship to cover the costs to provide healthy food for the estimated 100 volunteers and judges
- Materials sponsors – sponsors who will provide samples of products or branded items for our Welcome Kits, which will be handed out to every competitor

We have attached a page detailing the various benefits associated with different sponsorship opportunities. Alternatively, we can customize your recognition package to meet your unique marketing needs and maximize the return on your investment. We would appreciate the opportunity to discuss with you how your company will benefit from sponsorship.

We look forward to working with you to make the 2017 AB/NWT Regional Dog Agility Championships the most dynamic dogsport event in Canada!

Sincerely,

on behalf of Dynamo Dogsports

Some Agility Facts

Dog agility is a sport played by a dog and handler team. Handlers guide dogs through an obstacle course hoping for the best time and an accurate performance. The dogs run off leash and no toys or treats are allowed on course.

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 levels, for all handlers and dogs.

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 1980s 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, magazine articles, web sites and bloggers.

There are over 21,000 dogs registered with the AAC.

Over 160 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 are:

- Primarily female
- Age 35+
- Well-educated
- Has disposable income
- Owns and maintains a vehicle
- Buys pet products, including quality pet food, treats, toys, grooming products, crates, beds and clothes
- Uses health supplements for their dogs
- Uses pet services, including veterinary care and medical services, training and classes, boarding facilities, groomers and breeders
- Banks, borrows, and invests
- Frequents hotels and restaurants when competing away from home
- Buys athletic wear, outdoor gear, sports shoes and clothing
- Many live in rural areas on acreages, hobby farms and working ranches so they use a wide variety of agricultural equipment





Dynamo Dogsports Regionals: Sponsorship Opportunities

| | Steeplechase \$ 5,000.00 | Diamond I \$ 2,500.00 | Diamond II \$ 2,000.00 | Diamond III \$ 1,500.00 | Platinum \$ 1,000.00 | Hospitality \$ 1,000.00 | Gold \$ 500.00 | Silver \$ 250.00 | Bronze \$ 100.00 |
|--|-----------------------------|--------------------------|---------------------------|----------------------------|-------------------------|----------------------------|-------------------|---------------------|---------------------|
| Steeplechase Event Sponsorship | ✓ | | | | | | | | |
| Framed Picture of Steeplechase Competitors | ✓ | | | | | | | | |
| Opportunity to Present Steeplechase Prizes | ✓ | | | | | | | | |
| Custom Dynamo Dogsports Demo at a Corporate Event | ✓ | | | | | | | | |
| T-Shirt Presence - Volunteer Shirts | | | | | | ✓ | | | |
| T-Shirt Presence - Event Shirts | ✓ | | | | | | | | |
| Ribbon Presence ¹ | ✓ | ✓ | ✓ | ✓ | | | | | |
| Ring Sponsorship | | 1 ring/3 days | 1 ring/2 days | 1 ring/1 day | | | | | |
| Vendor Spot ² | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | | |
| Half Price Vendor Spot ² | | | | | | | ✓ | | |
| Banners on site ³ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Shout Outs (on social media and at the event) ³ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Website and Social Media Presence | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

¹ Ribbon presence will be split depending on number of sponsors at this level

² Subject to availability, vendor spot locations will be available for vendors to select (choice will be allocated based on sponsorship levels)

³ Number of shout outs and banners are proportional to sponsorship levels