



Mid-Atlantic Agility Showcase

April 2-4, 2010
Fredericksburg, VA

www.MidA-AgilityShowcase.com
A USDAA Event



The Premiere Event!

The Mid-Atlantic Agility Showcase is poised to become the largest agility event on the East Coast. This first-ever event will be a high-caliber agility showcase drawing competitors from all over the East Coast and the rest of the country. The Mid-Atlantic Agility Showcase is born of the joint effort of four of the largest Virginia and Maryland agility clubs, all of which are affiliated with the United States Dog Agility Association, Inc. (USDAA). The Mid-Atlantic Agility Showcase is an official USDAA event. Join us at this premiere event and position yourself to be a **Founding Member** as the showcase grows each year.

Top Dogs

The Mid-Atlantic Agility Showcase, held in Fredericksburg, VA at the Fredericksburg Field House, April 2-4, 2010, will be the largest USDAA agility event on the East Coast. Place your products and services directly in front of thousands of dog lovers and competitors at this high-caliber event, where attendees not only have one dog, but two, three, or more dogs - per household - who enjoy the very best you have to offer!

Three Days, Three Rings, \$5,000

Competitors of all levels will be in attendance - all on the lookout for new products, services and treats to give their dogs a competitive edge. The event will span three rings of competition over three days. All class types at all levels will be offered, in addition to all tournaments: Team, Grand Prix and Steeplechase. In addition, the Triathlon class, a premiere event, will be offered with a winning purse of \$5,000.

A Showcase for Your Company As Well

Use The Mid-Atlantic Agility Showcase to promote your product and company to a large collective audience of dog lovers from the agility world, and the general public of dog owners at the same time. At the Mid-Atlantic Agility Showcase you'll have direct access to the most involved dog owners in the country.

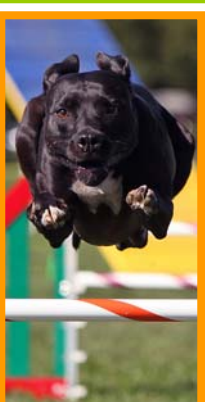
The Mid-Atlantic Agility Showcase, especially with the unveiling of the Triathlon class, will attract competitors of the highest caliber in the sport of agility from the entire East Coast, as well as nationally. Agility competitors are a unique clientele who are well versed and fully invested in the health and happiness of their dogs.

About USDAA

The United States Dog Agility Association, Inc. (USDAA) is the world's largest independent authority for the sport of dog agility. USDAA represents more than 150 affiliated groups conducting more than 600 days of events each year throughout the continental United States, Puerto Rico, Canada, Mexico, Bermuda, Guatemala, Costa Rica, Spain, Hong Kong, Singapore and Japan.

Organized in 1986 to introduce the sport of dog agility to North America, USDAA adopted the motto "*Promoting International Standards for Dog Agility*"SM, patterned after the British standards for the sport. Since that time, USDAA has evolved into an international organization with the most comprehensive and diverse programs for development and certification for dog agility anywhere in the world.

Provided by USDAA. See www.USDAA.com for more info.



Benefits For Your Business

Reach an audience who values:

- **Quality:** Food, treats, toys, supplements, and accessories are products agility competitors seek - and purchase.
- **Companionship:** Agility competitors typically average two to three dogs per household and are truly part of the family.
- **Innovation:** Great new products for a competitive edge. Once they find a product that works, you will have a return customer for life!
- **Active Living:** Gear for the active dog and active dog owner are sure winners with this crowd who train and compete year-round.

Ideal Products & Services

- Training and Fitness
- Dog Food and Treats
- Dog Massage and Acupuncture
- Extreme Weather/Rain Gear
- Active Footwear
- Outdoor Clothing and Gear
- Health Products and Supplements
- Doggie Daycare, Sitters and Walkers
- Grooming
- Yard Clean-up
- Events
- Health and Holistic Care
- Dog Toys of All Sorts
- Magazines and Books
- Photography
- Art
- Pet Health Insurance
- Agility Gear & Equipment

A Wide Reach

The large number of spectators drawn to this event provides you with the additional opportunity to expose your product to even more dog lovers. Promote your product to a diverse audience and draw in brand-new customers, through sponsorship, samples, education and advertising, at this big-draw event.

Event Numbers

Competitors:
300+

Competing Dogs:
450+

Runs:
Over 2,250

Spectators:
1,000+ Anticipated



Event Location

Fredericksburg Field House
3411 Shannon Park Drive
Fredericksburg, VA 22408

www.fredfieldhouse.com
Phone: 540-361-4717

Sponsorship Descriptions:

Select one of our premium sponsorship packages and enjoy incredible visibility and indoor vendor space throughout the entire Event! View the grid for full details on all package benefits, but review the following descriptions to understand the main sponsorship packages and benefits available.

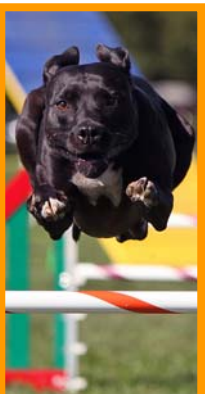
- **Main Event (Triathlon)** – 1 Available: This package gains you prime visibility in two key areas: the largest top logo on the event T-Shirts and sponsorship of the coveted, highly trafficked Main Event Ring. The Main Triathlon Ring will be yours, exclusively, to hang banners in as you choose. Your booth alone will be at the ring entrance so you will personally see nearly every single competitor and visitor at the event. T-shirts are sure to receive a lot of wear long after the event and your logo will be seen again and again. **SOLD!**
- **Platinum Sponsorship** – 1 Available: This package delivers high visibility in two areas: the second largest logo at the bottom of the event T-Shirts and sponsorship of the highly trafficked Ring 1 area. Ring 1 will be yours, exclusively, to hang banners in as you choose. Your booth will be at the Ring 1 entrance allowing you access to the majority of the competitors and visitors at the event. Your name recognition will outlast this 3-day event on the 500 t-shirts it will be featured prominently on. **SOLD!**
- **Gold Sponsorship** – 4 Available: This package puts your logo directly on the item with the longest life: The T-shirt – sure to be worn years after the event is over. T-Shirts will be given to all competitors who register for the event and will also be on sale to spectators during the event. Over 500 will be printed! With your sponsorship you also receive all of the items listed in the grid on the following page, including being one of the few vendors permitted to have a space indoors.
- **Silver Premium** – 1 Available: There is one place where you are sure to meet every competitor at the event and that is directly beside the check-in table. With this sponsorship your banner will hang prominently (top position) behind the registration table and your vendor booth will be directly beside the check-in table. Both your banner and booth will be in one of the most highly trafficked areas for the duration of the event – directly outside of the main crating area. **SOLD!**
- **Silver** – 5 Available: With this sponsorship your banner will be hung prominently behind the registration table. Your banner will receive high visibility in one of the most highly trafficked areas for the duration of the event – directly outside of the crating area. You will also receive 3 days of indoor vendor space at the event – one of only a few vendors with access to indoor space, where the majority of visitors and competitors gather.
- **Bronze** – 6 Available: At check-in each competitor will receive an eco-friendly goody bag filled with wonderful treats from our partners and sponsors. Your logo will be emblazoned on the front of this bag along with your company URL. The attendees will carry their bags throughout the event and long afterwards to the grocery store and on errands! Your logo will keep your company top-of mind with this crowd.
- **Copper** – 6 Available: Let this sponsorship cover all your bases: A web ad, directly linking customers to your site, a half page ad in the event program, and 3 days of indoor vendor space.

















































Contact Info

To reserve your sponsorship package, advertising or vendor space please contact:

Angela Meyers
Vice President, Advertising
703.887.8387
815.301.8304 fax

www.MidA-AgilityShowcase.com
www.MeyersMarketingStrategy.com
ahazuda@yahoo.com



Sponsor Package Opportunities	Main Event SOLD! <i>Available \$1,500</i>	Platinum <i>1 Available</i> SOLD!	Gold <i>4 Available</i> \$1,000	Silver Premium <i>1 Available</i> SOLD! \$1,000	Silver <i>5 Available</i> \$800	Bronze <i>6 Available</i> \$550	Copper <i>6 Available</i> \$250
Pre-Event							
Home Page <i>Logo & Link</i>							
Test Schedule Page <i>Logo & Link</i>							
Support Our Sponsors Web Page <i>Logo & Link</i>							
Clean Run Event Ad <i>National Agility Magazine</i> <i>Logo & URL</i>							
NOVADog Event Ad <i>Regional Dog Magazine</i> <i>Logo & URL</i>							
At the Event							
Banner							
Ring 1 Ring 2 (Triathlon) Check-In Table (8'x3')							
Event T-shirt Back Top Logo Back Secondary Logo - Large Back Logo							
Vendor Space							
Ringside – Ring 1 Ringside – Ring 2 (Triathlon) Check-In Table Side 3 Days of Indoor Vendor Space							
Goody Bag Item In Bag Logo & URL on Reusable Bag							
Program Ad							
Full Page Half Page							
Program Directory Listing							
Worker Raffle <i>Item & Advertising</i>							

A-La-Carte Advertising & Vending Opportunities

For those businesses that want to advertise or vend only, please see below for pricing options. Please remember that the Sponsor Packages include all of the options below in addition to a number of extra perks! Get the most for your money and choose a Sponsor Package that fits your business.

A-La-Carte	Full Page	Half Page	Quarter Page
Program Ad <i>Distributed to all competitors and spectators</i>	\$80.00	\$45.00	\$25.00
Vendor Space	1 Day	2 Days	3 Days
Outdoors <i>Surrounding Ring 3</i>	\$35.00	\$60.00	\$75.00
Canine Massage	1 Day	2 Days	3 Days
Indoor Setup	\$50.00	\$80.00	\$110.00

Website Ads	Home Page	Test Schedule Page	Trial Info Page	Triathlon Info Page	Location Info Page	Spectator Info Page	Links Page	Contact Info Page
Website <i>Side Banner with Link</i>	\$50.00	\$50.00	\$35.00	\$35.00	\$25.00	\$25.00	\$25.00	\$25.00