

Sponsorship Proposal

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November 6th - 8th

Canine Disc Nationals QLD 2020

On 6-8 November 2020, QLD will host the Canine Disc Nationals. This is a three day event that will attract competitors from around Australia.

This is a opportunity to reach a key market of dog owners, healthy Australians and sports enthusiasts.

Canine Disc is an action packed fast growing international sport that's fun and exciting. In Canine Disc competitions, dogs and their human flying disc throwers compete in events such as distance catching and choreographed freestyle catching. The sport celebrates the bond between handler and dog, by allowing them to work together.

More than 80 teams are expected to compete from around Australia along with many more spectators.



CDA - Overview

Canine Disc Australia Ltd (CDA) is dedicated to promoting safe and fun opportunities for people of all ages to play Canine Disc with their dogs and to promote international standard Canine Disc to all dog owners and to encourage the public to involve their pets more in 'fun' activities. CDA formulates rules and guidelines for the conduct of Canine Disc competitions. Canine Disc events are designed for the enjoyment of the handler, the dog, and for spectator appeal, within the constraints of safety.

The Organisation is run solely by volunteers; the majority of funds are raised through sanctioned competitions and membership fees. The Organisation is non-profit with any money received going back into growing the sport of canine disc.

The Board consists of dedicated members who take up various roles for the organisation, with board members solely dedicated to the Sports Development & Event Marketing

Canine Participants

We currently have 379 dogs registered with the organisation, various breeds include, German Short Hair Pointers, Boxers, Bull Arabs, Boston Terriers, Australian Koolies, Kelpies, Border Collies, Australian Shepherds, German Shepherds, White Swiss Shepherds, Portugese Podengo, Portugese Water Dog, Australian Cattle Dogs, Stumpy Tail Cattle Dogs, Belgian Malinois, Jack Russel Terriers, Shetland Sheepdogs, Cocker Spaniel, American Bulldogs, and various crosses with the most popular breed being Border Collies, Australian Shepherds & Kelpies.



CDA's Mission

We want to provide a service that supports all members in pursuing Canine Disc as a safe and fun sporting activity, from a local community to an international level. We have members who have successfully competed internationally and nationally in Sydney at the World Dog Games.

CDA's Vision

To be recognised within Australia as the leader in the promotion and development of the global sport of Canine Disc.

CDA'S Key Values

- Leading provider of Canine Disc in Australia
- Honesty and Integrity
- High Quality
- Working together
- Safety
- Respect for your dog and others



Who you'll reach

Canine Disc competitors consist of a diverse range of ages, backgrounds and occupations. The youngest in training are around 3 years of age.

We currently have over 300 registered members in the organisation. They are low to high income earners who work in all kinds of casual, part time and full time employment. There are also a number of retired and semi-retired competitors

They come from education, pet industry, construction, mining, health and administration. They're professionals, tradespeople and retirees. From small and big businesses, self employment, various tiers of government and the private sector, they're a diverse range of people. They're families, single parents and young people such as University students, just starting out.

There's a variety of differently abled people who compete – some are athletes who also compete in other athletic events and some are recovering from injuries, returning to exercise.

The majority are typically young to middle aged Australians who are trying to improve their health and maximise their relationship with their dog. They all have one thing in common – a love of spending time outdoors with their canine companions.

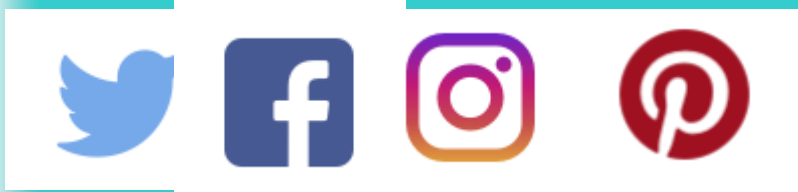


The extended reach

Competitors are influencers.

The diverse range of people competing in Canine Disc Competitions throughout the country are dog trainers, community volunteers, vets, vet nurses, animal behaviourists and bloggers. Their advice and influence extends far beyond dog clubs and dog sports to the much wider pet owner community.

These are the people that the wider community turns to for advice on all things dog-related.



Why reach dog sport competitors?

Competitors are responsible and engaged dog owners, with many owning and training several dogs.

They invest in their pets

Canine Disc Dogs are canine athletes. In order to maximise performance and keep their dogs in peak condition, competitors invest in quality products, services and nutrition.

They invest in their sport

Competing in this sport requires investment in a broad range of products, including

- Gazebos, tents, sun shields etc to shield from the weather
- Outdoor and Active wear
- Appropriate vehicles
- Crates
- Dog toys and treats
- Dog fitness and conditioning equipment
- Human fitness and conditioning equipment



How'll you reach them?

At the event

You'll get significant opportunity at the event to showcase your brand and your business. This includes signage, exhibition booths and material in competitor bags.

Prior to the event

There will be a substantial amount of communication with potential and signed-up competitors as well as spectators in the months leading up to the event.

Social Media: Our dedicated facebook groups in all states have over 500 members. This is the main communication method with the community. These Members look forward to your sponsor posts to understand more about your offering.

E-Newsletters: There will a bi-monthly newsletter to our database leading up to the National Event. Depending on your level of sponsorship, editorial about your business can feature is some of these.

Website: The website will host key information about the event along with providing brand exposure for our sponsors.



What you'll get

Sponsor Benefits vary depending on the level of Sponsorship provided, the following Sponsorship Opportunities are available

1. Premium Event / Trophy Sponsor - \$2500
2. Diamond / Custom Merchandise Sponsor - \$1500
3. Gold Sponsor - \$1,000
4. Silver Sponsor - \$500
5. Bronze Sponsor- \$300
6. Promotional Sponsor – up to \$200



Marketing Opportunities	Premium	Diamond	Gold	Silver	Bronze	Promotional
Investment	\$2500	\$1500	\$1000	\$500	\$300	\$200
Available Packages	1	1	4	6	8	10
Event Naming Rights	✓					
Company Logo On Trophies	✓					
Signage in Official Photography	✓					
Logo on Custom Event Disc		✓				
Advert in Event Program	✓	✓				
Sponsor Representative at Presentations	✓	✓				
Acknowledgment in Press Release Material	✓	✓	✓	✓		
Signage at Event * Sponsor to provide signage	✓	✓	✓	✓		
Logo in Event Program	✓	✓	✓	✓	✓	✓
Material in Competitor Bags***	✓	✓	✓	✓	✓	✓
Exhibition/Trade Space***	✓	✓	✓	✓	✓	✓
Logo & Link on Website Event Page***	✓	✓	✓	✓	✓	✓
Option to Donate Prizes	✓	✓	✓	✓	✓	✓

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Premium Event Sponsor

Our Premium Event Sponsorship package offers event naming rights
. For \$2,500 you'll get

1. Naming Rights to the Event
2. Inclusion in All Press Release material
3. Company Logo on Trophies
4. Signage in Official Photography
5. Half Page Advert in Event Program
6. Logo Included in Event Program & Schedules
7. Signage at Event (If Provided)*
8. Announced Throughout the Event and at Presentations
9. Recognition on CDA Website & All Social Media
10. Links to Websites
11. No Limit on Promotional Material in Entrant Bags (If Provided)
12. Free Market stall Opportunity at Event***
13. Sponsor Representative at Event Presentations
14. Option to donate prizes for individual rounds and Overalls

** For dog and handler safety, there will be some rules to be followed in terms of position and type of signage.*

*** Published photos will not bear logo*

**** Sponsor to provide own gazebo/marquee and furniture*



Diamond Sponsor

Our Diamond Sponsorship package offers you the opportunity for your logo to be featured on Custom Event Discs.

For \$1,500 you'll get

1. Company Logo on Custom Printed Event Discs
2. Inclusion in All Press Release material
3. QTR Page advert in Event Program
4. Logo Included in Event Program & Schedules
5. Signage at Event (If Provided)*
6. Announced Throughout the Event and at Presentations
7. Recognition on CDA Website & All Social Media
8. Links to Websites
9. No Limit on Promotional Material in Entrant Bags (If Provided)
10. Free Market stall Opportunity at Event***
11. Sponsor Representative at Event Presentations
12. Option to donate prizes for individual rounds and Overalls

** For dog and handler safety, there will be some rules to be followed in terms of position and type of signage.*

**** Sponsor to provide own gazebo/marquee and furniture*



Gold Sponsor

For an investment of \$1,000 you'll receive

1. Free Market stall Opportunity at Event***
2. No Limit on Promotional Material in Entrant Bags (If Provided)
3. Signage at Event (If Provided)* - Limited to 3
4. 3 Social Media posts and e-Newsletter editorial piece leading up to the event.
5. Logo and link on website event page
6. Option to donate prizes for individual rounds and Overalls

** For dog and handler safety, there will be some rules to be followed in terms of position and type of signage.*

**** Sponsor to provide own gazebo/marquee and furniture*



Silver Sponsor

For an investment of \$500 you'll receive

1. Market stall Opportunity at Event @ \$50 Per day 3m x 3m area ***
2. Promotional Material in Entrant Bags (If Provided) Limited to 2 Items
3. Signage at Event (If Provided)* - Limited to 2
4. 2 Social Media posts leading up to event
5. Logo and link on the website event page
6. Option to donate prizes for individual rounds and Overalls

** For dog and handler safety, there will be some rules to be followed in terms of position and type of signage.*

**** Sponsor to provide own gazebo/marquee and furniture*



Bronze Sponsor

For an investment of \$300 you'll receive

1. Market stall Opportunity at Event @ \$50 Per day 3m x 3m area ***
2. Promotional Material in Entrant Bags (If Provided) Limited to 2 Items
3. Signage at Event (If Provided)* - Limited to 1
4. Logo in Event Program
5. Logo and link on the website event page
6. Option to donate prizes for individual rounds and Overalls

** For dog and handler safety, there will be some rules to be followed in terms of position and type of signage.*

**** Sponsor to provide own gazebo/marquee and furniture*



Promotional Sponsor

For an investment of up to \$200 you'll receive

1. Marketing Opportunities
 - a. \$200 - Promotional Material in Entrant Bags (If Provided)
Limited to 2 Items
 - i. Listed in Event Program
 - b. \$100 - Promotional Material in Entrant Bags (If Provided)
Limited to 2 Items
 - c. \$50 - Promotional Material in Entrant Bags (If Provided)
Limited to 1 Items
2. Market stall Opportunity at Event @ \$50 Per day 3m x 3m area ***
3. Option to donate prizes for individual rounds and Overalls.



Contact details

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The event will be held at:
QLD State Equestrian Centre
Beerburum Rd,
Caboolture QLD 4510



Event Page on CDA Website - <https://caninediscaustralia.com/2020-nationals-event-info>