



ADVERTISING PACKAGE

THE ALBERTA KENNEL CLUB

The Alberta Kennel Club (AKC) is one of Canada's oldest purebred dog breed clubs, founded by a group of sporting dog enthusiasts in 1904. The purpose of the AKC is to promote the betterment and welfare of purebred dogs by encouraging responsible breeding and ownership, as well as sportsmanlike conduct. To achieve our purpose, the AKC often sponsors organizations that offer pet visitation services, breeder referral programs, provide education about purebred dogs and responsible ownership to the public, encourages young people to become involved in purebred dogs and hosts two all-breed dog shows.

Our Winter Classic is held on the third weekend each January, our Summer Classic is held the on the August each year. The AKC is run by a dedicated group of dog enthusiasts who volunteer their time to help the club host the annual shows. Our shows attract exhibitors from across the world, an international judging panel and thousands of families who attend to watch and shop.

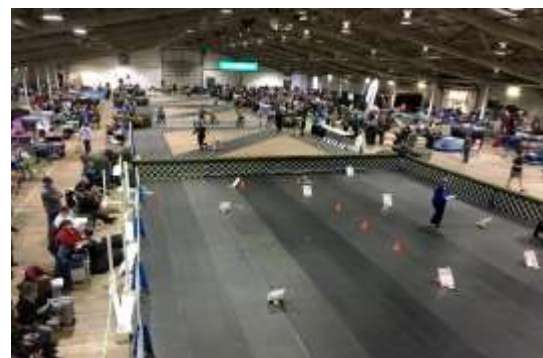
THE AKC WINTER & SUMMER CLASSICS

Since the inception of the AKC Summer Classic at Spruce Meadows in 2010, and the Winter Classic in 2013, we have developed a strong working relationship with the Spruce Meadows team. Spruce Meadows has gone above and beyond year after year supporting our vision of being a destination dog show, attracting exhibitors, vendors and judges from across the world.

The 2016 the AKC Winter Classic had 1,631 entries in various events over 3 days and included one specialty, the AKC Summer Classic had 5,002 entries in the various events we hosted over the four days of the show. In conformation alone there were 2,637 dogs entered over the four days with another 1,012 entries in the 21 Specialties (Breed specific and Group Specialties) that we hosted. We also had 27 vendors sell their wares and services that weekend.

In 2017, the AKC Winter Classic will take place over three days, January 20 to 22, 2017, the Summer Classic show will take place over four days, August 4 to 7, 2017 at Spruce Meadows. We have four all-breed shows, five obedience trials, six rally obedience trials, six agility trials, and two scent hurdle trials. There are 26 specialties booked to date for our 2017 show.

Our show continues to grow year over year, with approximately 2,500 people attending to watch the show, to learn about dogs, dog sport and the dog fancy over the weekend. We believe that public education about the world of purebred is an important role that the AKC Summer Classic is able to fulfill.





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MEDIA ATTENTION

The AKC spends a large amount of time drumming up media attention for the Summer and Winter Classics. We have been fortunate that every major media outlet in Calgary has attended the show (some several times over the course of the weekend). We have media promoting the Summer Classic before and during our show. Beyond the Calgary media market, we have also had media coverage in Edmonton, Saskatoon and Regina. Here are a couple of sample links of a small portion of media coverage we have received:

<https://youtu.be/bByCICU60Jc>

<http://globalnews.ca/video/2473289/alberta-kennel-club-winter-classic>

<http://globalnews.ca/video/1487119/alberta-kennel-club-summer-classic/>

<http://www.calgaryherald.com/news/calgary/Gallery+Summer+Classic+Show/8746679/story.html>

http://www.myvirtualpaper.com/doc/sun_editions-calgary/waqjune15/2011061401/#0

We continue to nurture our media relationships to ensure that not only is our show a destination for exhibitors, judges and vendors, but also for the public.



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SEE THE SITE ON YOUTUBE : SPECTACULAR



ADVERTISING PACKAGE

2017 AKC Winter Advertising Levels and Recognition

WINTER & SUMMER CLASSIC

AKC Advertising Levels	Diamond	Gold	Silver	Bronze
Cost	\$1,000	\$750	\$500	\$350
Pre-Event Benefits				
Logo placement on AKC website	✓	✓	✓	✓
Recognition on AKCs social media (FaceBook, Twitter, Instagram)	✓	✓	✓	✓
On-Site Benefits				
BIS/Group Ring - 30 x 70 vinyl banner	✓			
30 x 70 vinyl banner		✓	✓	✓
Full page B/W advertisement in AKC Show Catalogue	✓			
Half page B/W advertisement in AKC Show catalogue		✓		
Quarter page B/W advertisement in AKC Show Catalogue			✓	
Eighth page B/W advertisement in AKC Show Catalogue				✓
Post-Event Benefits				
Post recognition on AKCs social media (FaceBook, Twitter, Instagram)	✓	✓	✓	✓
Logo post event on AKC website (end of February – for Winter Classic)	✓	✓	✓	✓
Logo post event on AKC website (end of October – for Summer Classic)	✓	✓	✓	✓

BEST IN SHOW PARTNER(S) - DIAMOND

- 30 X 70 Banner in BIS and Group Ring
 - Full page B/W Ad in AKCs catalogue
 - Banner remains present from Thursday evening to Sunday afternoon
 - Banner printed by us with logo, company name and contact information
- Note: 5% discount on Advertisement for Winter/Classic Show combination

Ringside Partner package for Winter Classic

Gold

- 30 x 70 banner
 - 1/2 page B/W Ad in AKCs catalogue
 - Banner remains present from Thursday evening to Sunday afternoon
 - Banner printed by us with logo, company name and contact information
- Note: 5% discount on Advertisement for Winter/Classic Show combination



ADVERTISING PACKAGE

Silver

- 30 x 70 banner
- 1/4 page B/W Ad in AKCs catalogue
- Banner remains present from Thursday evening to Sunday afternoon
- Banner printed by us with logo, company name and contact information

Note:

- Silver could be up 2 companies on one banner, if this is the case, Ad would be 1/8 page
- 5% discount on Advertisement for Winter/Classic Show combination

Bronze

- 30 x 70 banner
- 1/8 page B/W Ad in AKCs catalogue
- Banner remains present from Thursday evening to Sunday afternoon
- Banner printed by us with logo, company name and contact information

Note:

- Bronze could be up to 3 companies on one banner, if this is the case, Ad would be listing of each company on "Ad Page"
- 5% discount on Advertisement for Winter/Classic Show combination