



# 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 long weekend of 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 2017 the AKC Winter Classic had 1,650 entries in various events over 3 days and included three specialty, the AKC Summer Classic had 5,600 entries in the various events we hosted over the four days of the show. In conformation alone there were 2,900 dogs entered over the four days with another 1,500 entries in the 28 Specialties (Breed specific and Group Specialties) that we hosted. We also had 27 vendors sell their wares and services that weekend.

In 2018, the AKC Winter Classic will take place over three days, January 19 to 21, 2018, the Summer Classic show will take place over four days, August 3 to 6, 2018 at Spruce Meadows. We have four all-breed shows, four obedience trials, six rally obedience trials, six agility trials, and two scent hurdle trials. In 2017 there were 35 specialties booked and we are expecting the same number in 2018.

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](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**



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2018 AKC Advertising Levels and Recognition				
AKC Winter and Summer Advertising Levels	Diamond	Gold	Silver	Bronze
<b>Cost</b>	<b>\$1,000</b>	<b>\$750</b>	<b>\$500</b>	<b>\$350</b>
<b>Pre-Event Benefits</b>				
Logo placement on AKC website	✓	✓	✓	✓
Recognition on AKCs social media (FaceBook, Twitter, Instagram)	✓	✓	✓	✓
<b>On-Site Benefits</b>				
BIS/Group Ring – 30" x 70" vinyl banner	✓			
30" x 38" vinyl banner		✓	✓	✓
Full page B/W advertisement in AKC Premium List & Show Catalogue	✓			
Half page B/W advertisement in AKC Premium List & Show Catalogue		✓		
Quarter page B/W advertisement in AKC Premium List & Show Catalogue			✓	
Eighth page B/W advertisement in AKC Premium List & Show Catalogue				✓
<b>Post-Event Benefits</b>				
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 show 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

### **Gold**

- 30" x 38" banner
- 1/2 page B/W Ad in AKCs show 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

### **Silver**

- 30" x 38" 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: 5% discount on Advertisement for Winter/Classic Show combination

### **Bronze**

- 30" x 38" 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: 5% discount on Advertisement for Winter/Classic Show combination