



SUMMER CLASSIC

Sponsorship & Vendor Booth Package

AKC SUMMER CLASSIC

AUGUST 2-5, 2024

The Alberta Kennel Club is an all-breed dog club operating as a non-profit organization since 1904 under the auspices of the Canadian Kennel Club. The Alberta Kennel Club's main event each year is the Summer Classic, which is one of Canada's largest outdoor dog shows and is celebrating its 120th year in 2024.

The Summer Classic is a premier event that brings together breeders, handlers, owners, judges, and competitors from all over Canada and the United States to this exciting celebration of our furry friends as the dogs and their humans enjoy competitions, demonstrations and a wide array of pet-centric products and services. Competitive events include conformation, rally, obedience, and a crowd favorite, agility. Multiple health clinics are also available for dogs in attendance.



We invite your brand to become a part of this engaging experience through our Vendor Sponsorship and Booth Package.

EVENT DETAILS

Dates: August 2-5, 2024

Location: [Okotoks Agricultural Society](#) *New Location for 2024*

Expected Attendance: 9500 people

Target Audience: Dog Lovers!

Event Highlights: Agility competitions, rally & obedience trials, breed showcases, education seminars, vendor booths, and more!



SPONSORSHIP BENEFITS & TIERS

Brand Exposure: Gain prominent exposure to a targeted audience of passionate dog owners and enthusiasts.

Marketing Opportunities: Access to various marketing channels including event signage, social media mentions, and website promotion.

Networking: Connect with other industry leaders, influencers, and potential customers.

Demonstrations: Opportunity to conduct live demonstrations or presentations to showcase your products/services.

Brand Associations: Align your brand with a beloved community event that promotes dogs, breeders, competitors, and responsible ownership.

Customizable Packages: Tailored sponsorship options to suit your marketing objectives and budget.

2024 AKC Sponsorship Levels and Recognition	Diamond	Gold	Silver	Bronze	Friends	Associates
Amount	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250
Pre-Event Benefits						
Logo placement on AKC website	√	√	√	√	√	√
Recognition on social media	√	√	√	√	√	√
On-Site Benefits						
Podium acknowledgement (morning, noon, BIS)	√	√				
Vinyl banner (70" x 30") displayed around BIS/Group Ring	√	√				
Vinyl banner (40" x 30") displayed around all breed ring, obedience/rally ring, agility ring, or on fences around the facility			√	√	√	√
Ten (10) Free Public Passes	√					
Eight (8) Free Public Passes		√				
Six (6) Free Public Passes			√			
Four (4) Free Public Passes				√		
Two (2) Free Public Passes					√	
Recognition on AKC 'Thank You' boards around the venue	√	√	√	√	√	√
Recognition on AKC social media	√	√	√	√	√	√
Recognition on AKC Online Event calendar listing	√	√	√	√	√	√
Recognition in the show Premium List	√	√	√	√		
Recognition in the show Judging Schedule	√	√	√	√		
Recognition in the show Program for the public and exhibitors	√	√	√	√		
Full page 4-colour advertisement in AKC Show Catalogue (back page)	√					
Full page 4-colour advertisement in AKC Show Catalogue (print ready)	√	√				
Half page black/white advertisement in AKC Show Catalogue (print ready)	√		√			
Sponsor page black/white advertisement in AKC Show Catalogue (print ready)	√			√		
Booth Space	30' x 10'	20' x 10'	10' x 10'			
Vinyl banner to be displayed around the venue	2	1	1	1	1	1
Post-Event Benefits						
Logo placement on AKC website	√	√	√	√	√	√
Recognition on social media	√	√	√	√	√	√

VENDOR BOOTH PACKAGE BENEFITS & DETAILS

With the change in venue, we have been able to recalculate our booth pricing. This is a win for you, our vendors!

Booth Size	Amount
10' x 10' area and tent	\$546.25
15' x 15' area and tent	\$909.69
20' x 10' area and tent	\$885.00
20' x 20' area and tent	\$1332.19
20' x 30' area and tent	\$1775.00
20' x 40' area and tent	\$2200.00

Tables	\$15.00 each
Chairs	\$2.50 each
Gutters 15'	\$15.94
Gutters 20'	\$25.25

**GST is added to all amounts.*

Booths will be along the south and north side of the conformation field. Generators will be allowed and there will be room for them on the road at the back of the booth set-ups.

Customization: Opportunity to decorate and customize your booth space to reflect your brand identity.

Production Display: Showcase your products or services to a highly engaged audience.

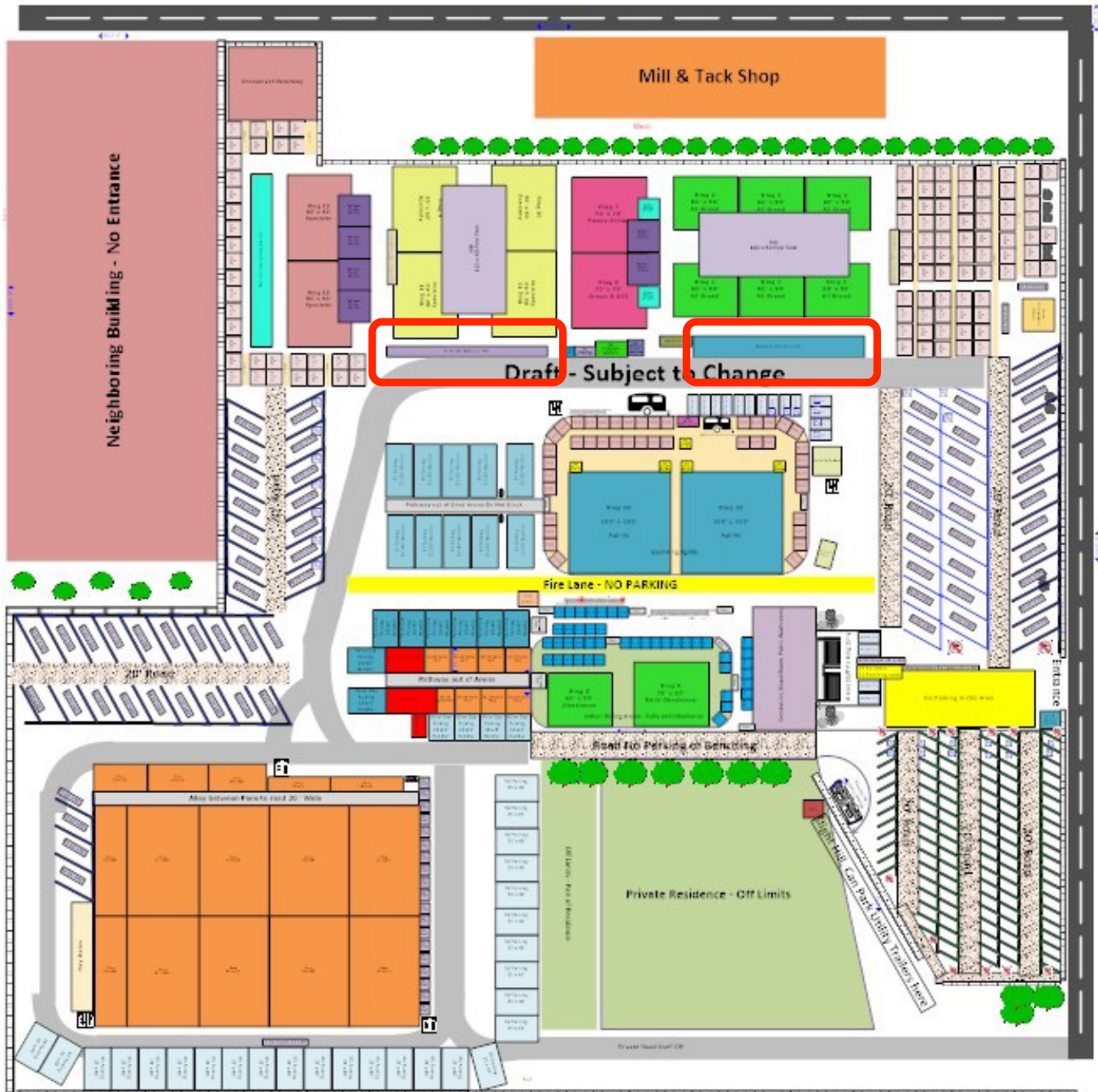
Networking: Interact directly with attendees and establish meaningful connections.

Lead Generation: Collect leads and contact information from potential customers.

Sales Opportunities: Drive on-site sales and generate revenue directly from the event.



New Site Map – Okotoks Agriculture Society



The red circled areas on the above venue map are where the vendor booths will be placed. The spots are maximum 20 feet deep, there will be no benching behind the 20 foot booths. The 10 feet booths will have an additional 10 feet behind, except on the left plots.

All unloading will happen from the road into the back of the booths, there will be no driving on the grass at any time. This will be a huge advantage for vendors throughout the weekend.

Additional Opportunities

VIP Hospitality: Join us for networking, sampling opportunities throughout the weekend. Get to know other businesses and club members to grow your current connections and reach.

Registration is available via the Alberta Kennel Club website. To register as a Vendor, please go to [this link](#) and fill out the form. To register as a Sponsor, please go to [this link](#) and fill out the form. Completed registration forms will be sent to Barbara Walmer. If you have any questions with this process, please reach out to Barbara via email at barbarawalmer@me.com. Payments accepted by either credit card (fees added) or etransfer (no fees). Registration closes on June 1, 2024.



Once you are registered (by submitting the registration form and paying), you will be in direct contact with Barbara and the Sponsorship & Booth committee. More information will be gathered by the AKC volunteers about your business, and additional clarification on booth set-up and logistics will be provided.

Join us at the AKC Summer Classic and unleash the potential of your brand! Secure your sponsorship and/or booth package today to be part of this exciting event. For inquiries and reservations, please contact:

Barbara Walmer

barbarawalmer@me.com

403-651-5954

We look forward to welcoming you and your brand to the AKC Summer Classic!