



Sponsorship Package



August 5 to 7, 2016
Grass Creek Park, Kingston
www.kingstonsheepdogtrials.com

It's an International Competition



- This trials competition is well known and well respected on the international trials circuit.
- It attracts competitors from all over North America, and an occasional overseas competitor!
- Largest sheep dog trial in Canada, and third largest on the eastern seaboard.
- A qualifying trial for the US National Finals.



There's Something for Everyone!

A weekend full of activities for the whole family!
In addition to the trials competition, spectators will enjoy:

- The Market Place – vendors and artisans
- Rideau River Dock Dogs competition
- Canadian Canine Lure Course/Doggie Play Zone
- Jungle Cat World Show
- Spinning, Weaving and Sheep Shearing demos
- Sheep to Shawl competition and auction
- Police K9 unit demos
- Woodworking demos
- Hay wagon rides
- Lottie the Collie and Grizzly ..and more



We owe much of our success to the numbers.....

- **3** trials in one (2 open trials, and the double lift final)
- **7** additional side attractions to keep people entertained with new things to see and do each year
- **35** plus craft and commercial vendors
- **70** plus volunteers
- **140** plus teams (expected for 2016)
- **670** rented sheep
- **6800** plus spectators
- **\$20,000** competition purse
- And dogs – both visitors and competitors - too numerous to count!



Top 100 Ontario Event for 9 years in a row!



- From more than 4000 events in Ontario, the Sheep Dog Trials Festival has consistently been named to this list by a jury of peers in the festival and events industry
- Our success gives further recognition to our sponsors through additional exposure given to the Top 100 events in Ontario
- We did it again in 2016 and Kingston was also recognized as Municipality of the Year for special events!



Event Demographics

A 2015 Economic Impact survey tells us:

- **48%** of all respondents came from 40 km or more outside of Kingston
- Of the **48%**, **22%** came from 100km or further
- **7 %** came from out of province or the US, and **1%** were International visitors
- **40%** of spectators were between 51 and 65 years of age, **39.5%** were between the ages of 20 and 50 years
- **80%** of respondents required accommodations of some kind other than family and friends, **57%** of those in hotels, the remainder in campsites and B&B's



Become an Event Sponsor

61% of respondents agree they are loyal to brands which make meaningful contributions to their favourite events.

We can customize your sponsorship to suit your particular needs for as little as \$500 or as much as \$15,000. Whether you wish to become a **TITLE, PRESENTING, ATTRACTION** or **CONTRIBUTING SPONSOR**, we have a number of opportunities where we can get your business name or product in front of our event attendees and competitors.

You can:

- become an exclusive or partial **Mobile App** sponsor
- be a **Market Place** or **Food Court** sponsor or vendor
- sponsor one or more exciting **side attractions**
- host the **Dog Watering Stations**
- sponsor the **survey station**
- provide **hotel accommodations**
- purchase an ad in our **event program**
- and more...



Partner with the Kingston Sheep Dog Trials Festival...

Let's talk about how we can best help you to reach a captive audience. Become a partner in this amazing Top 100 Ontario Event!

Contact:

Lesley Kimble

Special Event Coordinator

Recreation and Leisure Services

613-546-4291 ext. 1715

Cell: 613-328-1176

Email: lkimble@cityofkingston.ca

