



**2023 NATIONAL AGILITY TEAM/
ÉQUIPE NATIONALE D'AGILITIÉ
SPONSORSHIP KIT**

WHO IS THE AAC?



The Agility Association of Canada (AAC) was founded in 1988 for the promotion of uniform and safe standards for dog agility in Canada. These rules and regulations for agility were originally based on those established by the Kennel Club (Great Britain) and the United States Dog Agility Association (USDAA) to promote international agility standards.

The AAC (<https://www.aac.ca/>) is committed to promoting inclusive, competitive agility at a local, regional, national, and international level, for all handlers and dogs, without regard for pedigree.

The AAC is a registered not-for-profit organization. It is governed by an elected Board of Directors, with representation from all Regions of the country.

WHAT IS AGILITY?

Agility is a dog sport in which a handler directs a dog off-leash, without any incentives such as toys or food, through an obstacle course in a race for both time and accuracy. Courses are comprised of jumps, tunnels, contacts, and weaves that involve great dexterity and athleticism from the dog to perform.

Handlers are given a short amount of time to acquaint themselves with the order obstacles must be taken, as laid out by a judge in a design of their own choosing, before directing their dog through the course. The handler's controls are limited to voice, movement, and various body signals, requiring exceptional training of the animal and coordination of the handler.

WHAT IS THE NATIONAL TEAM?

The AAC National Agility Team/AAC Équipe Nationale D'agilité is made up of only the BEST Dog & Handler Teams from across Canada. Those Teams that have shown exceptional skill, speed, and consistency during the Tryout process and AAC's annual National Championships are invited to join.

Dog & Handler Teams vying for a spot come from all provinces and territories and compete against each other according to their dog's jump height ranging from the toy dogs jumping 8" to large dogs jumping 24".

The AAC National Agility Team (<https://www.aacnationalagilityteam.com/>) helps to promote competitive dog agility for all handlers and dogs regardless of pedigree along with being invited to compete against other countries at the 16th IFCS World Agility Championships (WAC).

IFCS stands for International Federation of Cynological Sports (<https://ifcsdogsports.org/>) and holds a WAC every year in Europe. This year WAC (<https://worldagilitychampionship.com/>) will be held at the Oakridge Arena in Collingham, Newark, UK from August 1st to 6th, 2023.





2023 AAC NATIONAL AGILITY TEAM

ÉQUIPE NATIONALE D'AGILITÉ



MEET THE DOGS

- 1. Sizzle 2. Drake 3. Arctic Cyclone 4. Snow Devyl
- 5. Jenga 6. Kinai 7. Reason 8. Jedi 9. Evo 10. Keen
- 11. Logan 12. Nyxie 13. Ballistic Beast 14. Blaze
- 15. Rev 16. Cracker Jack 17. Qwik 18. Epi
- 19. Pinnacle Penguin 20. Daeny 21. Motion 22. Segó

**2023 IFCS
WORLD AGILITY
CHAMPIONSHIPS
NEWARK, ENGLAND**



IS THERE TEAM FUNDRAISING?

The National Team Management Committee (NTMC) organises multiple fundraisers throughout the year including, but not limited to:

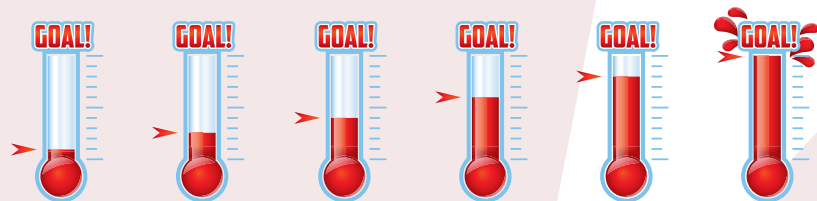
- 🐾 Online Auctions,
- 🐾 Supporter Gear sales (shirts, hats, etc),
- 🐾 E-Book sales,
- 🐾 Printed merchandise sales (calendars, training books, etc),
- 🐾 Facebook Training group, and many more.

The Online Auction features hundreds of items available for thousands of participants to bid on (including those donated by Sponsors) with the last auction involving over 2750 bidders from across Canada, the USA, Central America, Europe, UK, Australia, & Japan.

The exceptionally popular Facebook Training group gives paid Auditors the opportunity to view videos of Team Canada's mandatory monthly drills. Auditors can learn from Team Members themselves along with reading the constructive critiques from the Team Coach. An added benefit is that Auditors can also participate and post videos of themselves doing the drills for feedback from Team Members only.

Team Canada Members also do their own personal fundraising efforts to offset the heavy costs of competing at Worlds, involving, but not limited to:

- 🐾 Seminars,
- 🐾 Fun Matches,
- 🐾 Raffles & 50/50 draws,
- 🐾 Bottle drives,
- 🐾 Hockey Pools,
- 🐾 Garage sales,
- 🐾 Casino Nights, etc.



If it wasn't for the full support of the Canadian Agility community and Sponsors many Team Members would never get the opportunity to Run For Gold at IFCS WAC. They truly appreciate the support and promote Sponsors/supporters on their own social media feeds both before and during the IFCS WAC.

WHY SPONSOR?

This is your chance to be a part of this amazing sport and the National Team at a local, National, and International level.

Sponsorship partners make it possible for the AAC to send Team Canada to the IFCS World Agility Championships. The AAC, a non-profit organization, is able to provide some funding but the Team relies on sponsorship and fundraising to make it possible to represent Canada at an International level.

Sponsorship not only helps Team Canada in their fundraising efforts but also helps promote your brand to an extraordinary community of dog owners and their ever growing fan base. A fan base derived of fellow competitors, family members, friends, spectators, clubs, and dog related businesses from all over Canada and the World.

Every level of sponsorship exposes you and your brand to thousands of agility's fan base via the AAC National Team's extensive online presence and considerable online traffic.



WHAT DO SPONSORS GAIN?

All Sponsors from Supporter level & up will have their logo, website/social media links, and hashtags highlighted on the Team's website (<https://www.aacnationalagilityteam.com/sponsors>) with Bronze level sponsors & up also being promoted on the Team's social media pages of Facebook, Instagram, and Twitter before, during, and after the IFCS WAC.




































Advertising/prominent logo placement on various products and Team uniforms are also a benefit of sponsorship depending on the level secured.

All Sponsors will also receive a Team Poster to proudly display at their place of business and/or on their website/social media feeds to show their support of the National Team.

Sponsors can also receive many of the supporter gear/merchandise available depending on what level is secured.

There are several sponsorship packages available but certain benefits may be dependent on availability and/or deadlines, so book early to secure your sponsorship benefits!

SPONSORSHIP PACKAGES

	TEAM CANADA						
	FRIEND 50\$	SUPPORTER 100\$	BRONZE 250\$	SILVER 500\$	GOLD 1,000\$	DIAMOND 2,000\$	PLATINUM 3,000\$
Logo, website, & social media links in public Facebook Online Auction page							
Logo on Team Uniform shirts							
Logo on Supporter shirts							
Copy of Team Canada eBook							
Logo, website/social media links in private Facebook Training page							
Logo & website link on social media feeds							
Copy of Team Canada Calendar							
Logo & website link on website							
Team Canada poster							
Advertising Space in Calendar			LOGO ONLY	1/4 PAGE AD	1/2 PAGE AD	FULL PAGE AD	BACK COVER
Scheduled Facebook Posts highlighting sponsors with logo/links before, during, & after IFCS WAC	1x before	1x before 1x after	1x before 1x during 1x after	2x before 1x during 1x after	2x before 2x during 1x after	2x before 2x during 2x after	3x before 2x during 3x after



BECOMING A SPONSOR

Is there any sponsored opportunity we might have missed? Need more information or have questions not answered in this sponsorship kit? Contact the NTMC at nationalteam@aac.ca. We'll answer all of your queries or work with you to tailor a sponsorship package that meets your unique needs and marketing objectives.

For **all** Sponsors, please submit the the order form found on the following page to nationalteam@aac.ca before you send any payments.

For Sponsors at the Supporter level & up, company/business logos, banners, or media can be emailed to the NTMC in any of the following formats only:

- 🐾 Illustrator EPS, SVG, or AI (CS4 or lower)
- 🐾 Photoshop PSD (CS4 or lower)
- 🐾 Adobe Acrobat PDF
- 🐾 High res (300 dpi) PNG, JPG, or TIFF

Due to the various size requirements across the various social media platforms the NTMC reserves the right to modify the sizing of any logos, banners, or media sent.

Please make sure to indicate any brand related hashtags associated with your logo, banner, or media when submitting.

Submit files to nationalteam@aac.ca with the name of your company/business in the subject line.

HOW TO PAY

For **all** Sponsors, payment can be made by either of these two methods:

1. E-transfer to FSO@aac.ca

Please indicate in the comment section:

- 🐾 NT "level" sponsorship
- 🐾 Business/company name

AAC has automatic deposit. A password is not necessary but if your bank demands one to be used please use **agility**.

2. Cheque payable to 'Agility Association of Canada'

Please indicate in MEMO section:

- 🐾 NT "level" sponsorship

Mailed to:

PO Box 35022
Mountainview RO
Midland, ON
L4R 4K0



TEAM CANADA'S TOTAL IFCS MEDAL COUNT



SPONSORSHIP ORDER FORM

THANK YOU for supporting Team Canada as they Go for Gold at the IFCS World Agility Championships.

Your support means **EVERYTHING** to our Canadian Team Members.

Please choose your sponsorship package level:

- _____ **Platinum @ 3000\$**
- _____ **Diamond @ 2000\$**
- _____ **Gold @ 1000\$**
- _____ **Silver @ 500\$**
- _____ **Bronze @ 250\$**
- _____ **Supporter @ 100\$**
- _____ **Friend @ 50\$**

General Terms & Conditions:

- All Sponsorship Agreements subject to AAC National Agility Team Management Committee (herein referred to as NTMC) approval & acceptance.
- Acceptance of the Sponsorship Agreement shall constitute an agreement to provide marketing and promotion benefits as described in the Agreement.
- The undersigned, by signing the Sponsorship Agreement, acknowledges that he/she has read and understood all of the terms contained herein, and in the current Sponsorship Levels and Benefits (see Page 5) and that this Agreement is subject to all such terms which are expressly made a part of this Agreement.
- There are no cancellations in the Sponsorship Agreement after Order Form and Payment is received by the NTMC.
- Request for Upgrades of the Sponsorship Levels in the Sponsorship Agreement are accepted only in writing to the NTMC, after Initial Order Form and Payment is received by the NTMC.
- If applicable, the NTMC will schedule & run all orders and agreements in possession with regard to Facebook Posts/Mentions on a schedule set forth in the Agreement.
- THE SPONSOR IS RESPONSIBLE FOR PROVIDING ALL ARTWORK TO THE NTMC.
- Sponsors are responsible for the submission of any required ad copy and materials by material deadlines when requested by the NTMC.
- Payment is due and payable with Email Submission of the Order Form.
- The Sponsor agrees to indemnify and hold harmless the NTMC with whom the NTMC may have contracted for any and all loss, expense or other liability (including attorney's fees) arising from any claim of libel, violation of privacy, plagiarism, copyright any advertised copy submitted, any advertised copy submitted, infringement, omission, incorrect information or placement and any other claim or suit that may arise out of the publication of printed or published.

Accepted this _____ day of _____, 2023

Sponsor Information:

SPONSOR'S NAME (PLEASE PRINT)

SPONSOR'S EMAIL

SPONSOR'S AUTHORISED SIGNATURE

SPONSOR'S PHONE NUMBER

SPONSOR'S MAILING ADDRESS

