



THE INTERNATIONAL CAT ASSOCIATION, INC.

APPLICATION FOR ROYAL CANIN SPONSORSHIP



Please fill out the following information as well as attaching a presentation of your last show(s). PowerPoint presentations are appreciated, but not required so long as applications are neatly submitted. If you applied last year, please re-apply for this year. Consideration will be made for all shows, each on its own merit. Partnership Show applications that are not awarded Partnership Shows are automatically considered for a Regional Show sponsorship. Contact Jay Christian for any questions: TICAGreatLakes@AOL.com.

REGIONAL SPONSORSHIP: Your show, if selected, will receive \$1000 from Royal Canin, used for advertising your show. The application deadline is October 31 of each year and shows are selected for the next calendar year (January 1 - December 31).

PARTNERSHIP SHOWS: Your show, if selected, will receive \$3500 from Royal Canin. The majority of the money donated (approx. \$2500) should be used for advertising your show. The remainder of the funds (\$1000) is for a Royal Canin Reception, an event hosting a Royal Canin speaker for one evening of the show. For that evening you will provide dinner (i.e. pizza, sandwiches, fruit/veggie trays, drinks) for everyone. Royal Canin will also receive booth space in a prime location at the show. The application deadline is October 31 of each year and shows are selected for the next show year (May 1 - April 30).

Please answer the following questions: *I am applying for:* **Partnership** **Regional**

Name of Club: _____

Location of the show: _____ Date of show: _____

Gate #'s for previous 3 years: _____

Exhibitor #'s for previous 3 years: _____

Have you worked with sponsors before? Describe. _____

Why do you want this sponsorship? _____

What are you looking for from being a RC partner show? _____

What do you expect from RC? _____

What are you planning to do for RC? _____

Please list the names of your show committee, and contact info for each. _____

Thank you for your interest in hosting a Royal Canin show. Please email this form and your presentation to the TICA Marketing Committee at marketing@tica.org. Your club will be notified by January 1 as to our choice of the five Royal Canin shows for the year. If you wish to use regular mail, please contact us at the above email address and we will give you a postal address.