



SPONSORSHIP OPPORTUNITIES

USCB 2019

WWW.USCANINEBIATHLON.COM

**265 RUCKER STREET
ANNISTON, ALABAMA**



**U.S. CANINE
BIATHLON**



WHAT IS THE U.S. CANINE BIATHLON?

*The U.S. Canine Biathlon has flourished into one of the most amazing, and heartfelt experiences for many of us who have been in the Working Dog Industry for our entire Adult lives. **With over 1,500 - 2,000 competitors with canines;** It brings people from across the country, of all races, genders, and ages together with others who share their love and compassion for canines of all types. They challenge themselves for the sake of the betterment of the relationship with their canine companion, when they cross the finish line, they all become a part of our unique Biathlon family, bearing the medal which bonds us for a lifetime.*

This year, VWK9 is hosting a 2-day event, with Biathlon Festivities on Saturday and Sunday. On Saturday, May 18th, our Biathloners will storm the 4-mile course, enjoy a festival atmosphere with vendors, southern food, adult beverages, live music and entertainment, followed by a nighttime band - Spectators and Biathloners can camp overnight in RVs or tents a few hundred yards from the biathlon area. And on Sunday, May 19th the races will continue, and we will round out our traditional fun-filled weekend with a mass group "Thousand Dog" photo. This is a weekend of fun that you don't want to miss!

The Biathlon course is comprised with over 30 challenging obstacles, covering 4 miles of mixed and terrain. The course will test a K9 team's / Runner's agility, athleticism, intelligence, stamina, and most importantly "heart". This is a timed event with outlined penalties when there are miscues on the course, competitors & Canines are also awarded time reductions for every year they are over 21yrs & 2yrs (K9). But make no mistake, for most it is not the time that matters but the thrill of the race and the accomplishment of crossing that finish line!

WHY WE STARTED THE EVENT

*This event is not for profit. Your donation/sponsorship money helps us provide this event for all canines and their humans, while also allowing for donation to several not for profit organizations that support the bonds we share with "man's best friend". We are hopeful that 2019 sponsorships will provide us an opportunity to Donate **School Safety Dog's** in support of several Alabama School Districts, that will support ongoing National School Safety Program Initiatives to deter weapons and active shooter events in our Nation's Schools.*

Sponsorships are filling up fast! Reserve your spot at hello@uscaninebiathlon.com



WHY SPONSOR THE U.S. CANINE BIATHLON?

The U.S. Canine Biathlon sponsorship proposition is simple...

As a sponsor, you have guaranteed brand awareness and media exposure to highly targeted, dog people, fitness enthusiasts, as well as service men & women. Our 2-day festival atmosphere is packed with hours of entertainment and opportunities to interact with all the people attending.

- *Large booth space with electricity for showcasing your company's products and engaging with potential customers.*
- *Interaction with 1,000+ canines of all shapes & sizes and their owners to build brand awareness within a growing community*
- *Participation in a 1 of a kind event that has rapidly doubled in size every year since inception.*
- *Strong Branding Opportunities within the event and throughout the race*



WHAT MAKES THE U.S. CANINE BIATHLON DIFFERENT?

The U.S. Canine Biathlon is a one of a kind event with a growing number of dog lovers from around running every year. With over 400 acres, the VWK9 complex make the race quite an interesting place to be. In the past 5 years, we have added 50+ man-made obstacles over the 4+ mile track to make the biathlon one of the most engaging races in the United States. Our race has a festival like atmosphere that is a lot of fun and keep teams coming back every year.

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SPONSORSHIP OPPORTUNITIES

The USCB Presenting Sponsor - \$20,000

The presenting sponsor will be the most heavily branded sponsor at the event and will have premium placement on everything we have to offer.

- *National press release via Business Wire about the presenting partnership*
- *20 x 20 Booth and Tent Space with electricity in premium placement next to starting line and finish line*
- *Sponsor Logo on race bags for packet pickup*
- *Sponsor Logo on stage backdrop for awards*
- *Sponsor Logo on website and sponsors page (premium placement)*
- *Sponsor Logo on all USCB participant premium quality t-shirts*
- *Sponsor Logo on all USCB race bibs*
- *Sponsor Logo on USCB Start and Finish Lines*
- *Exclusive Email Blast to USCB Database*
- *Co-Branded Social Media Posts and Sponsor Announcement*
- *Premium Website Banner Ad/Image on Homepage*

Platinum Sponsor - \$5,000

Platinum sponsors will have premium placement and guaranteed branding on specific items.

- *20 x 20 Booth and Canopy Tent with electricity, tables, and chairs*
- *Sponsor Logo on race bags for packet pickup*
- *Sponsor Logo on website homepage and sponsors page*
- *Sponsor Logo on all USCB participant premium quality t-shirts*
- *Exclusive Email Blast to USCB Database*
- *Social Media Sponsor Announcement*
- *Exclusive website banner on internal pages*

Gold Sponsor - \$3,500

Gold sponsors will have digital placement options and guaranteed branding on specific items.

- *20 x 20 Booth and Canopy Tent with electricity, tables, and chairs*
- *Sponsor Logo on website homepage and sponsors page*
- *Sponsor Logo on all USCB participant premium quality t-shirts*
- *Sponsor Spotlight in our monthly email newsletter*
- *Social Media Sponsor Announcement*
- *Website banner on internal pages*

Silver Sponsor - \$2,000

Silver sponsors will have a suite of digital placement options to maximize exposure.

- *Sponsor Logo on website and sponsors page*
- *Sponsor Spotlight in our monthly email newsletter*
- *Social Media Sponsor Announcement*

Vendor Sponsor - \$250 - \$500

Vendor sponsors will have a high level of exposure with event space at the event.

- *10x10 or 20 x 20 Booth and Tent Space with electricity, tables, and chairs*
- *Logo on sponsors page of website*
- *Social Media Sponsor Announcement*

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OBSTACLE SPONSORSHIP OPPORTUNITIES

Mystery Obstacles (5) - \$1,500 Each

Each year we build new obstacles to make the course more engaging and exciting. Mystery obstacle sponsors would help in the development of the new obstacle, receive heavy branding on the obstacle, and exclusive social media and email blasts about the creation of the new obstacle.

ADD-ON SPONSORSHIP OPPORTUNITIES

Breakfast Event Sponsor - \$5,000 or \$2,500 x 2 Sponsors

We typically provide breakfast on Sunday morning for all participants. We would like to provide breakfast on Saturday as well. This sponsorship can be broken up between two sponsors and you can choose to just sponsor one day. Sponsors would be able to brand everything, and we would create a social media post/email announcement about the sponsorship.

Lunch and Dinner Sponsor - \$10,000

We provide lunch and dinner on Saturday for participants. This is partially paid by participants in their registration fee. Sponsors could help choose the food and co-brand with our restaurants. Sponsors would receive a social media post, heavy branding on the website, and an email announcement about the lunch and dinner sponsorship.





Beer Truck Sponsor - \$5,000

Every year, we provide FREE beer for all the participants through a local partner. Sponsor would receive heavy branding with the beer truck as well as an exclusive email blast to the USCB database. Social media posts will also be created to highlight this sponsorship.

Live Entertainment Sponsor - \$10,000

We provide live entertainment all day and all night on Saturday to create a festival atmosphere. Sponsors would help cover the cost of live entertainment including artists, stage, etc. Sponsorship would include heavy branding on stage and backdrop as well as multiple shout outs to the brand on stage, through social media, email blasts, and the website.

Water Stations Sponsor - \$2,000

We provide water bottles to our competitors at 4 stops throughout the race. Water stations sponsor would be responsible for sponsoring all the water at the race. Sponsor would receive heavy branding at the stations and shout outs across social media, email blasts, and on the website.

T-Shirt Sponsor - \$1,000

T-shirt sponsorships are part of many of our premium sponsorships but can be an add on while supplies last.

Race Bags Sponsor - \$1,000

Race bag sponsorships are part of many of our premium sponsorships but can be an add on while supplies last.



Medal Lanyard Sponsor - \$5,000

All participants receive a medal for completion of the biathlon. There are also specific medals for each top 3 of multiple categories. Lanyard sponsor would have heavy logo branding on the lanyard of the medal for every participant.

Children's Play Area Sponsor - \$500

Every year we have a children's play area with bouncy houses that the kids absolutely love. Sponsor will have branding around and on the bouncy houses with shout outs via email, social media, and the website.

RV Camping Area Sponsor - \$5,000

We have a large RV and Camping area for all our participants to keep them on the grounds and create the festival atmosphere that makes USCB so special. Our RV and Camping sponsor would help in the supply of the toilets and shower needed for this area. Sponsor would receive heavy branding throughout the grounds as well as shout outs via email, social media, and the website.

Kennel & Boarding Sponsor - \$2,500

We have over 40 kennels for dogs to be boarded while at the USCB. Sponsors would have heavy branding in our kennel and get shout outs via email, social media, and the website.

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CONTACT US FOR SPONSORSHIP OPPORTUNITIES

For more information about sponsorship packages or attending the U.S. Canine Biathlon, contact our sponsorship team at hello@uscaninebiathlon.com

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FREQUENTLY ASKED QUESTIONS (FAQS)

How did the idea of the US Canine Biathlon come about, and when did it begin?

Race Director & Founder Paul Hammond successfully competed in the British Army Canine Biathlon in the ninety's and remembers the unique bonding experience between dog and handler. Paul thought it would be a great event to bring together the various working and civilian dog sectors.

How has the event grown? How many participants did you have last year?

In the early concept development of how to bring the Biathlon to the U.S. initial thoughts were that it would become a premier event for Military Working Dogs, Police, Fire Departments, and other first responders with working dogs. What the event has become, is so much more than a competition amongst working dogs, the Working Dog Category is where we have the fewest number of contestants. The U.S. Canine Biathlon has flourished into one of the most amazing, and heartfelt experiences for many of us who have been in the Working Dog Industry for our entire Adult lives. It brings people from across the country, of all races, genders, and ages together with others who share their love and compassion for canines of all types. They challenge themselves for the sake of the betterment of the relationship with their canine companion, when they cross the finish line, they all become a part of a unique and elite group that bears a medal which bonds them together for a lifetime.



How long is the course and what are some of the obstacles along the course that dogs/handlers must conquer?

The course is designed to be a 5k (3.5 miles) but occasionally we get carried away and it runs just slightly longer. We have typical Canine obstacles such as an A-frame, a Cat Walk, Windows, Tunnels, that their human must also negotiate. We have hills, valleys, streams, woods, fields and many surprises along the way. The best part of creating the course each year, is that our VWK9 staff are the architects, the limits are only their imagination. Every year brings a new obstacle, a new idea, a new challenge, the course differs every year at is this type of suspense our competitors love. The ones who join us every year think they have it all figured out, and in the end, we leave them challenged, surprised, exhausted and begging for more.

Why do you think it is inspiring for owners to compete with their dogs?

We believe each competitor has their own inspiration, and their own motivation for competing, it is expressed in their sweat, laughter, smiles and tears. It is however best said by words directly from our competitors.

- "It is incredible to see the Trust and confidence in a dog just blossom on this course." (Kelsey Boomer)*
- "Made new lifetime friends" (Michelle Delaney)*
- "The bonding I shared with my dog was priceless." (Brenda Aeschbach)*
- "It was a great team building experience for us and our dogs" (Andrea Standridge)*
- "Incredible, fantastic challenging, one of the best dog events I've ever attended" (Lou Avant)*

What do the winners receive?

The winners receive trophies in each of the categories. But it is the t-shirts and the medals that become priceless first place ribbons to all. For those that have achieved it more than once they are bragging rights.

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