

**2025
National Sheepdog Finals
September 30 - October 5
Hwy 299
Alturas, CA**

**SPONSORSHIP
PROSPECTUS**



**2025 National Sheepdog Finals Committee
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**There is no doubt that dogs are a
draw.....**



**And Border Collies hold the promise of
drawing better than any other...**

For they are like no other.



Background

Ranchers, throughout the world, have long used Border Collies in herding their sheep, cattle and other animals. The breed's ability to control livestock is the result of both, centuries of selective breeding to improve their herding instincts and skilled individual training to develop the talents of each individual dog. Trainers and handlers of these dogs boast a great deal of pride in their dogs' abilities and frequently enter them in herding trials to demonstrate and test these skills.



The organization that sanctions these herding trials throughout the United States and Canada is the United States Border Collie Handlers' Association. Each year it invites North America's top teams of dogs and handlers to compete in the United States Border Collie Handlers Association National Finals. This event is co-sponsored by the American Border Collie Association, the premier registry of pedigrees for the working Border Collie breed. This event offers over \$30,000 in prize money and results in the selection of one dog and handler team as the National Champion for that year. The dogs that make it to the National Finals are remarkable examples of the breed's intelligence and instincts, and have

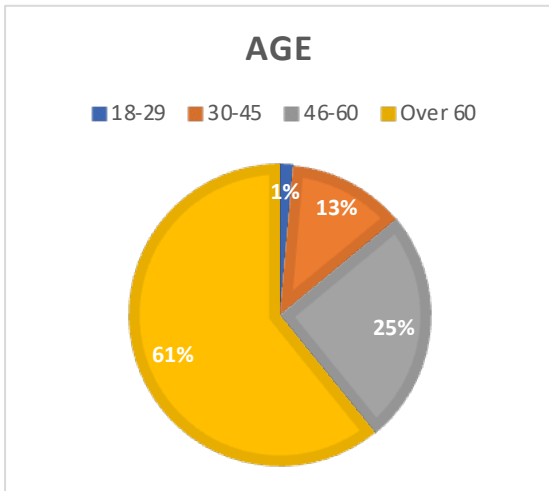
been trained by handlers with an outstanding ability to develop these talents. People watching are often amazed at what these dogs can accomplish.

In 1997, the Klamath Basin Stock Dog Association hosted the highly successful National Finals in the Klamath Basin. This was followed up by the premiere Western States Regional Finals Championship in 2000. The finals returned again in 2001, 2006, 2009, 2012, 2015, and 2018. Plans are to bring this premier herding event back to Alturas in September of 2025.

The Finals takes place the end of September each year and travels around the US. 2025 brings it back to the west coast with approximately 250 dog owners, their families and friends from all across the United States and Canada. Spectators in excess of 10,000 are expected from all across North America to enjoy 6 days of great family entertainment.

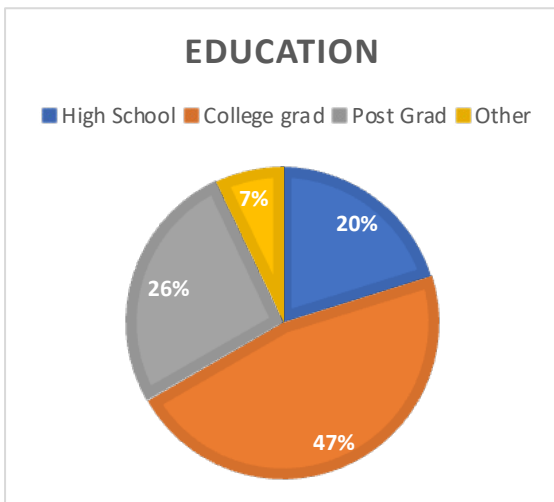
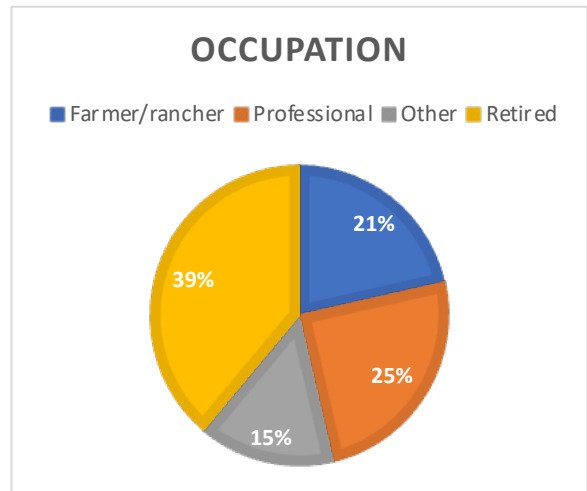
The following pages will acquaint you with this exciting event and invite you to become a major Sponsor of this prestigious event. Thank you for taking the time to review this proposal. For further information please contact Glynis Wileman at 707-364-1658.

Attendees



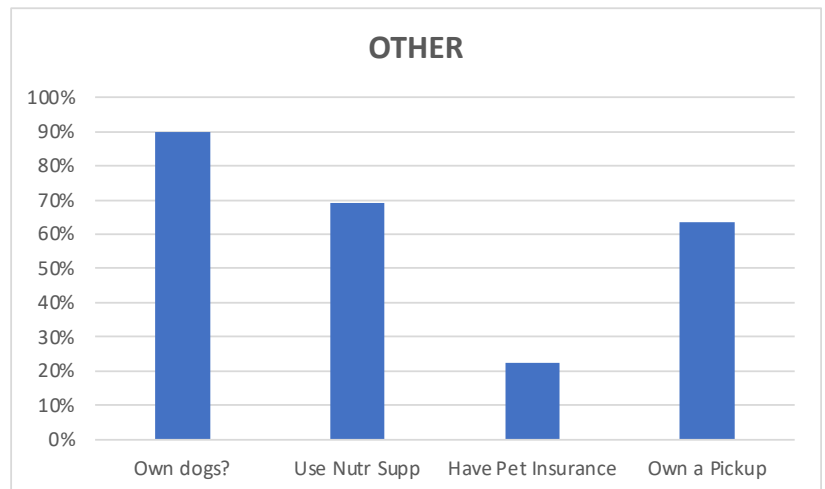
Attendees are mostly made up of an older population with more disposable income.

Occupations come from across the spectrum.

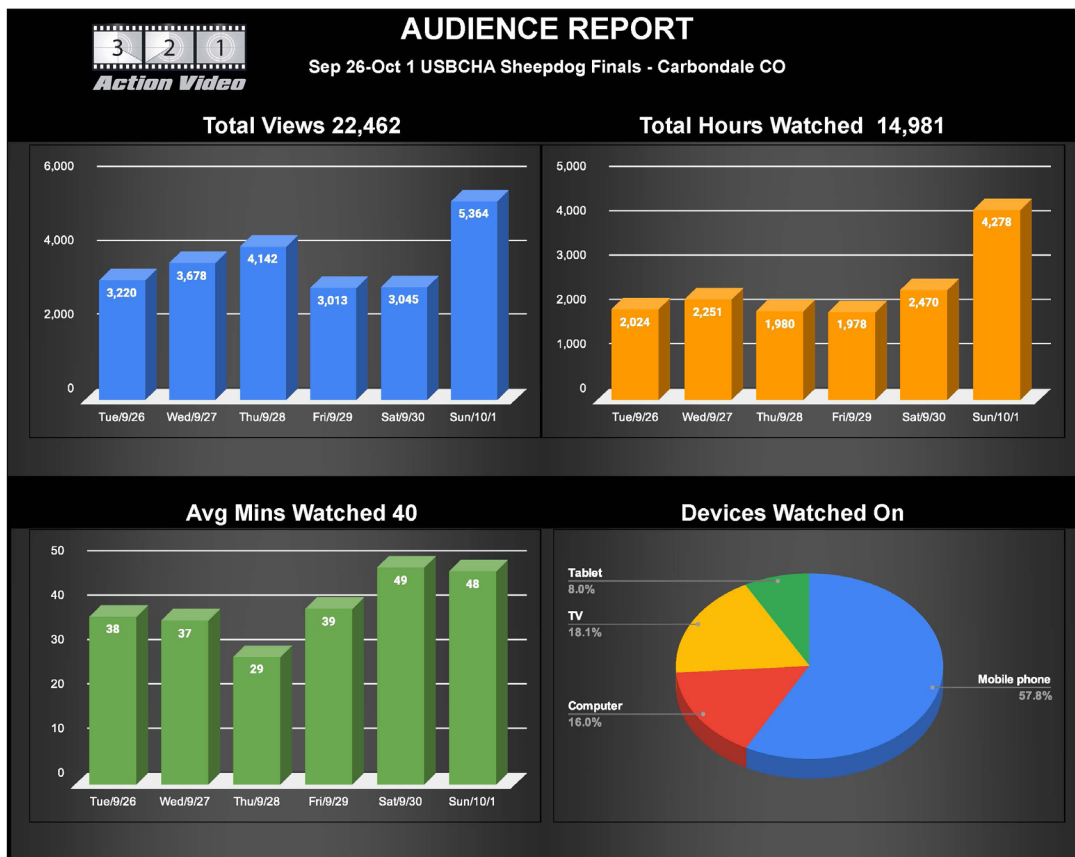


The crowd is generally well educated.

- 90% own dogs.
- 69% Use supplements for their dogs.
- 22% have pet insurance.
- 64% Own/drive a pickup.



2023 Sheepdog Finals Webcast Viewership



In addition to this live viewership, the livestream is available on YouTube after the event garnering thousands of views.

Past live streams

2021 National Sheepdog Finals 7.1K views • Streamed 2 years ago	2021 National Sheepdog Finals 6.7K views • Streamed 2 years ago	USBCHA National Sheepdog Finals 2019 - Open Finals 5K views • Streamed 4 years ago	USBCHA National Sheepdog Finals 2019 - Open Semi-... 4.6K views • Streamed 4 years ago

Pre-Event Promotion

Packets covering the National Finals will be sent to each sanctioned trial throughout the United States and Canada during the 2025 trialing season. There are over 600 sanctioned trials in North America each year. The packets will cover the details of the National Finals and provide information about places to stay and things to do in the area. We want to enthusiastically invite the qualifiers to come to the Finals and to visit other attractions in the area when they get here.

Social Media will once again be used to promote this amazing event. Our 2018 Facebook page had thousands of followers. Our Youtube promotional videos had over 25,000 views. Numerous interviews and articles ran in various publications. The National Sheepdog Finals is 'a big deal' and a great opportunity for sponsors to reach a wide spread audience.

The six days of the National Open and Nursery Finals are an excellent opportunity for visitors and locals alike to attend an interesting family outing. Starting several weeks prior to the Trial, we will be using radio, TV, newsprint, and promotional signs in the communities in Southern Oregon, Nevada, and Northern California to attract spectators to the event.

There will be a pre-event program, similar to the one included. It will contain information about the trial and advertisements from related businesses. We will distribute 10,000 copies throughout the major cities in Southern Oregon, Nevada, and Northern California approximately three to four weeks before the event. Sponsors will be featured in this publication.

There will be a continuous flow of press releases giving detailed information about the trial to the newspapers, TV and radio stations in Southern Oregon, Nevada, and Northern California. These will start several months before the trial and will continue right up until the trial.

There will be substantial paid newspaper, radio, and TV advertising leading up to the trial. Our Website along with our Facebook page will provide up-to-the minute on-going information about the Finals, its sponsors, and concurrent events.

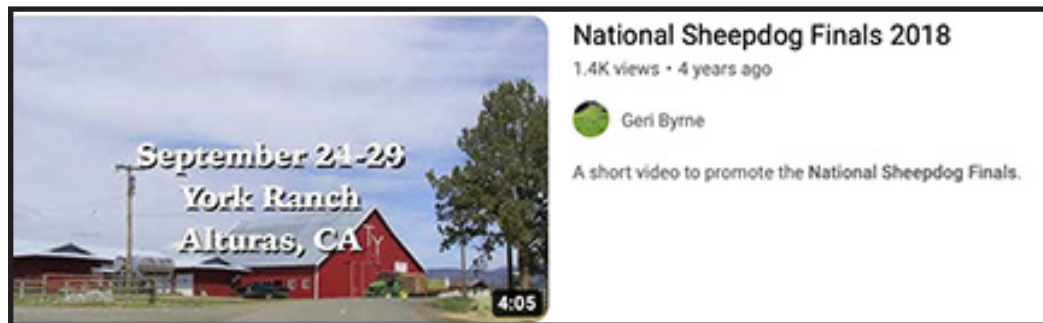


Promotion During The Event



The primary efforts during the event will be aimed at building the audience for the following days of the Trial. A significant part of our newspaper, radio and TV advertising budget will be spent during this time. We will be making extensive use of press releases to the area's radio, TV and newspapers, covering the results of that days activities at the trial. We will concern ourselves with presenting a well-rounded picture, emphasizing not only the results of the trial, but also covering the other activities to be found at the event such as the obedience and agility dog demonstrations, food booths and the trade show.

In addition, the event will be livestreamed, with an engaged audience from around the world.



Follow Up After The Event

We will follow the trial with press releases to all of the local media that have helped promote the event. We will also include press releases to the local newspapers in the home town of the top 20 finishers. At this time we will evaluate, with the local media, the effect on the community in terms of visitors brought to the community, the dollars they spent, the impressions people from across the country formed about Alturas and the effect of our sponsors participation in making the event successful.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR – \$10,000 – Limited to one (1) position only

- Name **EXCLUSIVITY** included in title of event
- Promotion area for display, table/set-up
- Logo on cover of Program
- Inside front page Full Page/Full Color Ad in Program
- Premier website title name on home page as well as “Proudly Presented by...” on all pages
- Website link on all website pages to company
- Business name/logo listed in all press releases
- Business name/logo on outside of press kit
- Business name/logo on fetch panels and/or pen (very visible to our livestream audience.
- Business logo on souvenirs
- Six (6) fence banners on trial field
- 20 VIP Tickets for entire trial
- Seating for Business Reps/Guests in VIP Tent
- Preferred parking for Business Reps/Guests



PRESENTING SPONSOR – \$5000

- Exclusive Category Sponsorship • Booth Space
- One (1) Full Page/Full Color ad in Program
- One (1) Full Page/Full Color ad in Online Program
- Business name/logo listed in all press releases
- Business logo on trial field
- Business logo on souvenirs
- Business website listing and link
- Four (4) fence banners
- 15 VIP Tickets for entire trial
- Seating for Business Reps/Guests in VIP Tent
- Preferred parking for Business Reps/Guests

CLASSIFICATION SPONSOR \$2500

- Booth Space
- One (1) Full Page/Full Color ad in Program
- One (1) Full Page/Full Color ad in Online Program
- Business website listing and link
- Three (3) fence banners
- 10 VIP Tickets for entire trial
- Seating for Business Reps/Guests in VIP Tent
- Preferred parking for Business Reps/Guests

PATRON SPONSOR – \$1000

- Booth Space
- One (1) 1/2 Page/Full Color ad in Program
- One (1) 1/2 Page/Full Color ad in Online Program
- Business website listing and link
- Two (2) fence banners
- 5 VIP Tickets for entire trial



SUPPORTING SPONSOR – \$750

- Booth Space
- One (1) 1/4 Page/Full Color ad in Program
- One (1) 1/4 Page/Full Color ad in Online Program
- Business website listing and link
- One (1) fence banner
- 2 VIP Tickets for entire trial
- Preferred Parking

FRIENDS OF THE BREED SPONSOR – \$350

- One (1) Business Card ad in Program
- One (1) Business Card ad in Online Program
- Business website listing and link
- 2 VIP Tickets for entire trial
- Preferred Parking

VIP Tickets include VIP parking, access to VIP Tent, Sponsor gift bag with swag, and admittance to the trial for the entire 6 days.

BOOKING FORM

PLEASE COMPLETE AND SUBMIT THIS APPLICATION FORM TO
geri@bcollies.com

CONTACT DETAILS

Contact name:

Company name:

Email:

Website:

SPONSORSHIP PACKAGES

- Title Sponsor
- Presenting Sponsor
- Classification Sponsor
- Patron Sponsor
- Supporting Sponsor
- Friends of the Breed

Payment

An invoice will be forwarded to the listed contact upon receipt of a signed booking form.