



TICA Marketing & Business Development– 2017 Corporate Sponsorship Questionnaire

CLUB: _____ **Show Date:** _____

Show Location: _____

Primary Contact Person: _____ **Club Treasurer:** _____

Contact Person Mailing Address: _____

Contact Person Telephone: _____ **Email:** _____

TICA Marketing & Business Development, in an effort to improve the processes associated with receiving Corporate Sponsorship through TICA, requests that member show producing clubs submit responses to the enclosed questionnaire for sponsorship consideration. It is felt the completion and timely submission of this questionnaire along with a well-written narrative will enhance the opportunities for club selection by our TICA Corporate Sponsors.

It is recognized that all clubs have an interest in sponsorship; but with limited resources available for distribution, it is imperative that all clubs appreciate that our Corporate Sponsors desire to market their products and services to their best advantage while also providing support to our clubs and TICA as business partners. It is the intent of the TICA Marketing and Business Development to utilize the data gathered from these questionnaires, as well as from other sources, to aid our TICA Corporate Business Partners in the sponsorship selection process.

The following club information is to be addressed in this questionnaire:

1. Year the club was established: _____
2. Name and Location of the show hall (and the number of years at this venue): _____
3. Can overhead banners be hung in the show hall? _____
4. Public/Spectator Gate Attendance from previous two years shows (**do not inflate**): _____
5. Estimated Public Attendance for Upcoming Show - **Budgeted Gate Income \$** _____
Spectator Gate Number: ~ _____
6. # of Exhibitors, Entered Count, Actual Official Count for last two shows:
Year= _____ **Exhibitors=** _____ **Entry Counts=** _____ **Official Actual Show Counts=** _____
Year= _____ **Exhibitors=** _____ **Entry Counts=** _____ **Official Actual Show Counts=** _____
7. # of Vendors – each of last two shows: _____ and _____
8. Prior Corporate Sponsorship - Company/Amount(s): **2015=** _____ **2016=** _____
9. Why this location is important and what does it offer to vendors/sponsors and spectator gate? _____
10. Website address for your cat club and is it current: _____
11. What special areas/activities (shelters, rescue, research, workshops, etc.) does the club support? _____
12. Planned Show Entry count (250, 500 or other): _____
13. One, two or three-day show and format: _____
14. How does the club promote and advertise the show (i.e. marketing and publicity)? _____
15. What special promotions/information is distributed to bring in higher visitor gate? _____
16. Do club members support “newbies”, have informational brief or give show hall tours? _____
17. Does the club sponsor Junior Exhibitor? _____
18. Does the club sponsor Feline Agility? _____ Does your club know there may be sponsorship for Agility?
19. If you were talking with a company that you wanted to purchase sponsorship from your club, what would you tell them? Give a sales pitch why it is of value for companies to buy space at your show. _____
20. Other Narrative for Funds Requested: _____

With times being difficult for ALL clubs, both large and small, it is critically important to coordinate our efforts to maximize our opportunities for financial sponsorship. Please submit your questionnaire responses directly to:

Roeann Fulkerson (RFulkerson@cfl.rr.com)
TICA Director Marketing and Business Development