

Newfoundland Athletic Dog Association, Inc.
(709) 864-4786
president@nfldathleticdog.com
<http://www.nfldathleticdog.com>



The Newfoundland Athletic Dog Association, Inc. is excited to offer local and national organizations the opportunity to support our thriving dog training facility through sponsorships and advertising. NADA, Inc. is raising funds to purchase our training facility. This will allow us to continue to offer agility and other dog sport classes, information and training workshops, and fun trials to our members and the public.

NADA, Inc. (<http://www.nfldathleticdog.com/>) is a member-based not-for-profit organization located in St. John's, Newfoundland and Labrador. We focus on dog sports, in particular agility and flyball, but also Rally Obedience and Search and Rescue Training. Our objectives are:

- To promote dog sports including but not exclusive to flyball and agility for all dogs regardless of pedigree;
- To encourage responsible dog ownership and sportsmanlike competition in dog sports.

We have almost 100 members and their dogs actively engaged in dog sports including **agility** (as seen on the TV show *Top Dogs*), **flyball**, **search and rescue training**, and **rally obedience**. There is a tremendous demand for our services and we have a waiting list for our classes. We hold three formal agility trials a year that are open to the public and which have from 100-300 spectators at each event.

Opportunities for advertising and sponsorship are described in the enclosed materials. Becoming a donor or sponsor will position your organization to the almost 1000 annual visitors to the arena and/or the visitors to our website while also allowing you to target a segment of the population that has significant disposable income. Although pet owners are found among all demographic groups, the incidence of pet ownership increases with household income¹.

Further information on how your support could benefit both NADA and your organization or company is enclosed. Someone from our club will be in touch within the next few weeks, but feel free to contact me in the meantime if you would like to discuss this exciting initiative.

Yours truly,

A handwritten signature in black ink that reads "Aimée Surprenant".

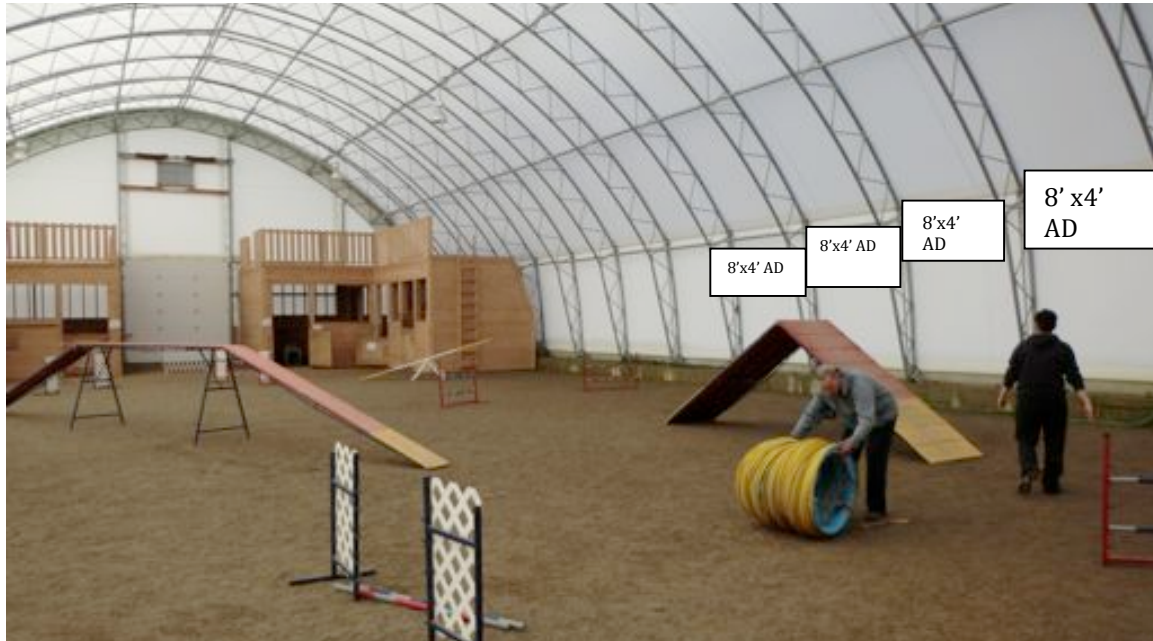
Aimée Surprenant, President

¹ http://www.ctv.ca/generic/WebSpecials/pdf/Paws_and_Claws.pdf

Our training facility is on the grounds of Clovelly Community Stables, Inc. It is a ~70'x~140' steel frame coverall building built in 2007.

Examples of Advertisement Displays

In the arena (8'x4' and 4'x4' banners shown – hanging between beams at the height of the first cross-beam):



On the website (homepage):



Supported by:

[LOGO/LINK] [LOGO/LINK] [LOGO/LINK] [LOGO/LINK] [LOGO/LINK] [LOGO/LINK] [LOGO/LINK]





Newfoundland Athletic Dog Association, Inc. (NADA, Inc.)

Advertising Opportunity

Newfoundland Athletic Dog Association, Inc. is offering a limited time opportunity to local and national businesses and organizations to have advertising within our establishment. NADA, Inc. is raising funds to purchase our training facility so that we may continue to offer the public and our members agility and other dog sport classes, information and training workshops, and fun trials. Without a permanent facility for our club, Newfoundland will lose its only source of public classes in the sport of agility by an Agility Association of Canada (AAC) associated club and the only source of agility classes on the Avalon.

Advertising Opportunity

We are offering two advertising options: (1) Basic 5-year Advertising Package for \$2,500 + HST; and (2) Premium 5-year Advertising Package for \$5,000 + HST. These include the following:

<i>Basic 5-year Advertising Package (\$2,500 + HST)</i>	<i>Premium 5-year Advertising Package (\$5,000 + HST)</i>
<ul style="list-style-type: none"> A 4'x4' banner with your business logo / advertisement hung in our training facility's arena for 5 years, and 	<ul style="list-style-type: none"> An 8'(length)x4' banner with your business logo / advertisement hung in our training facility's arena for 5 years, and
<ul style="list-style-type: none"> Your business logo as an active link to your website on our "NADA Sanctioned Organizations" webpage. 	<ul style="list-style-type: none"> your business logo (~4") as an active link to your website in the top section of our "NADA Sanctioned Organizations" webpage, plus
	<ul style="list-style-type: none"> Designing of your advertisement if you do not already have one available. NADA, Inc. has a member from the publishing industry that will assist in developing one to your liking for the banner. You will be given a digital copy of it for your future use.

This advertising opportunity ends on **December 31, 2011**. Payment for advertising may be done in two lump sums: one by October 30, 2011 and the second by December 31, 2011. The 5-year advertising would run from January 1, 2012 to December 31, 2016.

For more information regarding the advertising opportunities or to arrange purchase, please contact Dianne Ford, Treasurer at (709) 368-1466 or treasurer@nfdathleticdog.com.



Newfoundland Athletic Dog Association, Inc. (NADA, Inc.)

Sponsors' / Donors' Wall Opportunity

The Newfoundland Athletic Dog Association, Inc. is offering spots on a Sponsors / Donors' Wall Opportunity to the community to help us raise funds. We are working to purchase our training facility so that we may continue to offer the public and our members agility and other dog sport classes, information and training workshops, and fun trials. Without a permanent facility for our club, Newfoundland will lose its only source of public classes in the sport of agility by an Agility Association of Canada (AAC) associated club and the only source of agility classes on the Avalon.

Sponsors / Donors' Wall Opportunity

We are seeking organizational sponsors and individual donors to donate towards the purchase of the building. While we are a not-for-profit organization, we are not a charity, therefore donations are not eligible for tax credit. We will have a Sponsors' & Donors' Wall in our training facility that will display the sponsor's logo or donor's name. This Donor's wall will be prominently displayed in our entrance so that all visitors and users of the facility will see the names of our supporters. ***Any amount will be greatly appreciated!***

The Sponsors / Donors' Wall will have the following categories.

<i>NADA's Platinum Sponsor / Donor</i>	<i>NADA's Gold Sponsor/Donor</i>	<i>NADA's Silver Sponsor/Donor</i>	<i>NADA's Friends</i>
<ul style="list-style-type: none"> • Donations of \$1,000 or more • The logo/name will be located at the top of the wall display, under the Platinum Sponsor / Donor label, and will be 4"x6" in size. • May be in memory of a loved one (human or pet). 	<ul style="list-style-type: none"> • Donations of \$500.00 - \$999.99 • The logo/name will be located next under the Platinum Sponsors, under the Gold Sponsor / Donor label, and will be 3.5"x 5" in size. • May be in memory of a loved one (human or pet). 	<ul style="list-style-type: none"> • Donations of \$200.00 - \$499.99 • The logo / name will be located under the Gold Sponsor/Donor section, under the Silver Sponsor / Donor label, and will be 2.5"x3.5" in size. 	<ul style="list-style-type: none"> • Donations under \$200.00 • The name of NADA's Friends will be listed alphabetically at the bottom of the wall display in 16pt font.

Payment for sponsorships may be done in two lump sums: one by October 30, 2011 and the second by December 31, 2011. The Sponsors / Donors wall will remain permanently in the training facility.

To arrange your sponsorship / donation, please contact Dianne Ford, Treasurer at (709) 368-1466 or treasurer@nflathleticdog.com. There are also opportunities for donations over \$2500. Contact the treasurer for further details.

Our Sports

AGILITY

Agility is a dog sport evolved out of equestrian show jumping. In a standard course, a dog and its handler negotiate a course consisting of jumps, tunnels, a pause table, weave poles, an A-Frame, a dog walk and a teeter- totter. The course judged on accuracy and speed. AAC allows all dogs, regardless of pedigree, size or age, to participate in agility provided they are at least 18 months of age.

FLYBALL

Flyball has been called "drag racing for dogs" – it is a team sport with 4 dogs per team, with 2 teams racing against each other at a time. The course consists of a starting line, 4 hurdles and a spring loaded tennis ball-throwing box. Each dog must jump the hurdles, hit the box to eject the ball, catch the ball, and bring it back over the hurdles to the line before the next dog can start. The first team to have all 4 dogs run without errors wins the heat.

RALLY-O

Rally Obedience goes beyond basic heeling by interspersing over 40 obedience movements with the sits, turns and paces of traditional heeling. It also requires a brisk pace, positive attitude and happy demeanor. In Rally-O the dog and handler use directional signs to run through a numbered course within an allotted time.

SEARCH & RESCUE TRAINING

Our Search and Rescue Training is our newest offering. In this training, dogs learn to air scent and track objects and people.

NADA is a proud member of:



Agility Association of Canada

Clovelly Stables Community



North American Flyball Association



Contact us at:

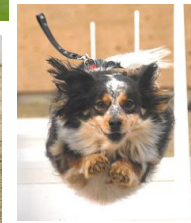
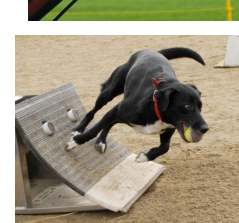
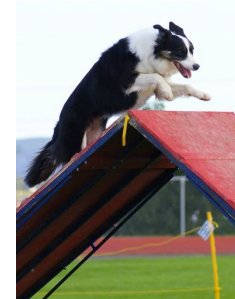
<http://www.nfldathleticdog.com/>

Or

inquiry@nfldathleticdog.com

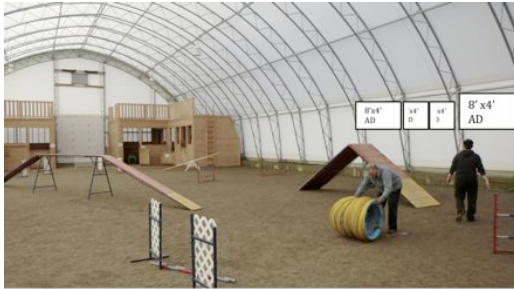


Sponsorship Opportunities



NADA, Inc. would like to invite:

Businesses, Organizations & Individuals to support our club through our long-term advertising opportunity, which consists of arena banners and web site links and logos.



Building facts:

NADA, Inc. operates primarily from a steel frame coverall building on the property of a popular local horse stables (Clovelly Stables Community, Inc.). It is a ~70'x~140' steel frame coverall building built in 2007.



Sponsors & Donors to donate towards the purchase of the building. We will have a Sponsors' & Donors' Wall in our training facility that will display the sponsor's logo or donor's name. This Donor's wall will be prominently displayed in our entrance so that all visitors and users of the facility will see the names of our supporters.

There is regular traffic flow within the training arena; every year there are about 750 to 1000 visits to the arena consisting of participants, spectators, and the general public. There are about 200 new people coming to the arena every year and during peak season, there is steady traffic. In addition, the arena shares a driveway with Clovelly Stables, increasing visibility of the arena.

Web Site Information:

Advertisers will get a link NADA's website (<http://www.nfldathleticdog.com>) which is listed on the national reference for agility (www.aac.ca) so anyone interested in agility in Canada, and Newfoundland in particular will find the website. The website has had a lot of traffic from members, local and national public. Since its inception (2007), NADA has had monthly hit rate of 200-630 on the homepage, with 28% of the hits referred from Google.com/ Google.ca.

Newfoundland Athletic Dog Association, Inc.
St. John's, NL

Home About Us Agility Flyball Classes Events Members Contact Us

Welcome!

The Newfoundland Athletic Dog Association, Inc. is a member-based not-for-profit organization located in St. John's, Newfoundland. We focus on dog sports, in particular agility and flyball. Our objectives are:

- To promote dog sports including but not exclusive to flyball and agility for all dogs regardless of pedigree.
- To encourage responsible dog ownership and sportsmanlike competition in dog sports.

We formalized the association in Spring 2007, and have many different types of dogs participating in our sports (see our [Dogs page](#)). We offer a variety of classes, some of which are open to the public. We also hold workshops and information sessions in which non-members may register as auditors, if not participants (depending on the type of workshop).

For more information, please view the [Classes](#) and [Events](#) pages or email inquiry@nfdathleticdog.com.

Check out our newsletter:

- Summer 2010
- Winter 2010
- Summer 2009

Regatta Day BBQ!
Sponsored by [Critters 'N' Things](#).
[Details Here!](#)

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