

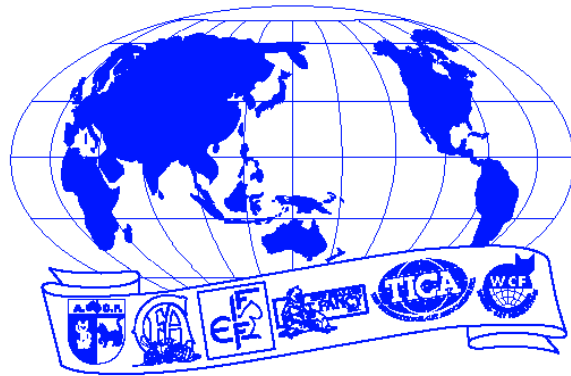
2010 CCCA 8 Ring National Show

Held in conjunction with: The World Cat Congress Conference

Hosted by: The Feline Control Council (Vic) Inc. (FCCV) on behalf of the CCCA.

Covering Friday April 30th – Monday May 3rd inclusive.

*CCCA (Co-ordinating Cat Council of Australia)



SPONSORSHIP PACKAGES





Align your company with the esteemed reputation of the World Cat Congress Conference to promote your company to a captive market of cat breeders with strong ties to pet owners nationwide.

The World Cat Congress was established to promote better understanding and co-operation among the world's major cat associations in matters of mutual interest and concern such as cat legislation and feline welfare which affects all cat lovers, from the pedigree breeder to the pet owner. Since the first meeting in 1994, the World Cat Congress Annual Meeting has become a regular event.

The weekend consists of a conference which includes an open meeting where the public have an opportunity to raise specific points of concern for discussion with the visiting delegates; a CCCA National Show and a business meeting of the delegates.

In the past year alone, the World Cat Congress has been deeply involved in issues effecting breeders and the broader pet ownership community. These issues include all matters associated with Feline Health, including matters associated with the International Transportation of cats to other countries.

WCC Members

- Fédération Internationale Féline - FIFe
- Cat Fanciers' Association - CFA
- The International Cat Association - TICA
- World Cat Federation - WCF
- Australian Cat Federation - ACF
- New Zealand Cat Fancy - NZCF
- Co-ordinating Cat Council of Australia - CCC of A
- Governing Council of the Cat Fancy, United Kingdom - GCCF
- Southern African Cat Council – SACC

**Charter of the World Cat Congress
Aims and Objectives**

1. To promote the health, welfare and protection of all cats on an international basis, and to raise public awareness of the positive aspects of the cat fancy.
2. To foster international co-operation within the cat fancy, and "open doors" policy between participants.
3. To provide a world forum for open and frank discussion on cat related matters of mutual interest.
4. To disseminate knowledge and information on cat related diseases and to support research into such matters by whatever means possible.
5. To provide and exchange information within the pedigree cat fancy.
6. To provide information and support regarding feline legislation.
7. To discuss mutually acceptable policies affecting the recognition of breeds, breeding, showing and judging of cats.
8. To provide a forum with a view to understanding the basic procedures in the showing and judging of cats.
9. To ensure the integrity of each of the WCC participating organizations through the protection of their names, acronyms, logos and trademarks.



Sponsorship packages – Premier

Inclusions:

- Recognition as a sponsor of the 2010 CCCA National Show; held in conjunction with **The World Cat Congress**
- Company logo featured on all promotional material related to the National Show.
- Two x Full Page colour features in 2010 National Show Programme (artwork to be supplied by sponsor).
- Company logo on cover of 2010 National Show Programme.
- Complimentary full page full colour advertisement in 4 issues of the Feline Focus Cat Magazine.
- A feature editorial in 1 issue of the Feline Focus Cat Magazine (1000 words max).
- 3x3 Metre exhibit area to promote your product at the 2010 National Show.
- Acknowledgement of sponsorship in all media releases and in paid media advertising.
- Acknowledgement of sponsorship in opening and closing speeches.
- Promotion on home page of the CCCA and FCCV for 6 months, as well as the "Show Home Page" web site.
- Insertion of brochure or flyer into delegate satchels/exhibition bag.
- Company logo featured on sponsor's banner.
- Company banner displayed for duration of the show (to be provided by the sponsor).

Cost of package \$4,500

Sponsorship packages – Principal

Inclusions:

- Recognition as supporting sponsors of the 2010 CCCA National Show; held in conjunction with **The World Cat Congress**.
- Company logo featured on all promotional material related to the National Show.
- One Full Page colour feature in 2010 National Show Programme (artwork to be supplied by sponsor).
- Company logo on cover of 2010 National Show Programme (3/4 size of Premier sponsor logo size).
- A feature editorial in 1 issue of the Feline Focus Cat Magazine (600 words max).
- Exhibit area to promote your product at the 2010 National Show.
- Acknowledgement of sponsorship in all media releases and in paid media advertising.
- Acknowledgement of sponsorship in opening and closing speeches.
- Insertion of brochure or flyer into delegate satchels/exhibition bags.
- Company banner displayed for duration of the conference (to be provided by the sponsor).
- Company logo featured on sponsor's banner.

Cost of package \$2,500



Judging will be conducted by a panel of experts composed of internationally acclaimed judges along with our own interstate and local judges.

Official judges will be announced towards the end of 2009 when the show schedule is released.



Sponsorship packages – Classic

Inclusions:

- Recognition as supporting sponsors of the 2010 CCCA National Show; held in conjunction with **The World Cat Congress**.
- Company logo featured on all promotional material related to the 2010 National Show.
- 1/2 page colour feature in 2010 National Show Programme (artwork to be supplied by sponsor).
- Company logo on cover of 2010 National Show Programme (1/2 size of Premier sponsor logo size).
- Acknowledgement of sponsorship in all media releases and in paid media advertising.
- Acknowledgement of sponsorship in opening and closing speeches.
- Company logo featured on sponsor's banner.
- Opportunity for exhibit area to promote your product.

Cost of package \$1,200

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Sponsorship packages – Breeder

- The "Breeder of choice" sponsorship package aims to involve key representatives from the Australian feline breeding industry, highlighting the standard of breeds in Australia whilst providing promotional opportunities for breeders.
- The benefits of the "Breeder of choice" sponsorship package are tailored to suit cat breeders and therefore differ to corporate sponsorship packages.

See Rosette Sponsorship Form for further sponsorship opportunities (form attached to email and/or posted).



Feline Control Council (Vic) Inc
Official host of the CCCA
National Show 2010
Held in conjunction with the
World Cat Congress
Conference



For more information on sponsorship packages please contact
Clare Delf-Graham by phone: 0409 436 296 or email
clare@canterburytails.com.au

Please complete the Sponsorship Agreement Form to express
your company's interest in sponsoring the 2010 National Cat
Show; held in conjunction with the **World Cat Congress**.

The following 2010 CCCA National Show Rosette Sponsorship Packages are offered to promote your Cattery or Feline Industry related products:

We would like to invite your sponsorship of place rosettes for this prestigious event. All rosettes will be of the highest quality and style, with *sponsored by "your name"* printed on the tail.

Sponsorship Options

- 1. Sponsorship of Best of Breed x 8 Rings or Reserve of Breed x 8 Rings** \$50
\$50
Example – Cats/Kittens/Neuters = \$150
- 2. Sponsorship of top ten in section** \$90
Example - Top ten group one kittens
- 3. Sponsorship of Group** \$250
Example - All of group three in ring one
- 4. Sponsorship of Ring** \$800
Example - Top ten kitten, desexed and adults in group one, two, three and companions in one ring. (See overleaf for official form).

All enquiries re - Sponsorship package to:

Clare Delf-Graham – 03-9754-8324 -0409-436296 03- 9723-7751
clare@canterburytails.com.au or cdgraham@monkami.org



2010 CCCA NATIONAL SHOW
To be held at: Royal Melbourne Showgrounds
(Via Gate 5, Langs Road, Ascot Vale)

Other sponsorship opportunities

Alternative sponsorship opportunities open the door for corporate entities to engage in discussion on tailored sponsorship features which may provide a greater financial return to this prestigious event. Examples include (but are not limited to):

- Sponsorship of the door prize for the CCCA Official World Cat Congress Show Dinner.
- Sponsorship of the CCCA Official World Cat Congress Show Dinner; including naming rights of the Dinner in the program, and the opportunity to speak for 5 minutes at the commencement of the function.
- Provide a product giveaway to public attendees of the 2010 World Cat Congress Show, (e.g. flea management sample).
- Sponsor the raffle via provision of prizes/services.

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