



SPONSORSHIP OPPORTUNITY

**2007 Cynosport® World Games
OCTOBER 31st thru NOVEMBER 4th, 2007
Scottsdale, Arizona**

For full documentation, visit:

<http://sponsorships.mediabuys.com>

Represented By:

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Cynosport® World Games

We'll help you reach your target

1). Overview

The information contained in this document has been prepared by MediaBuys, LLC with research elements provided by the owner of the Event/Property.

a). Event/Property Owner

United States Dog Agility Association, Inc.

Contact: Kenneth A. Tatsch, President
PO Box 850955
Richardson, TX 75085-0955, USA
Telephone: (972) 487-2200 x 101
Fax: (972) 272-4404
Email: ktatsch@usdaa.com
Website: <http://www.cynosport.com>

b). Agency/Representative

MediaBuys, LLC

Contact: Chick Ciccarelli
4804 Laurel Canyon Blvd. #375
Valley Village, CA 91607
Telephone: 818-755-5020
Fax: 818-755-5021
Email: sponsorships@mediabuys.com
Website: <http://sponsorships.mediabuys.com>

c). Valuation Certification

This Event/Property has been valued by a third party:

IEG Valuation Service
IEG, Inc.
640 North LaSalle, Suite 600
Chicago, Illinois 60610-3777 U.S.A.
Tel: 312/944-1727
Fax: 312/944-1897
e-mail: ieg@sponsorship.com
Web site: www.sponsorship.com

d). Description of Event/Property

The annual Cynosport® World Games (the "Games") will take place October 31st thru November 1st, 2007 on the polo fields at WestWorld of Scottsdale, in Scottsdale, Arizona.

The Games is the first event to unite Top Tier competition in the wide range of canine sporting events including Dog Agility, Flyball, Flying Disc, Open Competitions in Dock Diving, Herding, Rally-O, and Public Activities in Freestyle Dance, Doggie-Do-Right, Course A Lure and Dock Diving.

USDAA commands more than 30,000 North American dog-owners-turned-competitors (70% of whom are women) who participate in dog agility sport.

People in more than fifty nations on six continents engage in dog agility competitions.

Virtually all states in the U.S. have access to local qualifying events during the year, but generally about 35 states are represented in the Games.

Local qualifiers are eligible to compete in Regional Championships where they can advance to the Semifinals or Finals of some tournaments. If a participant chooses to by-pass the regional competition, they must start at the quarterfinals, and have double the qualifications to be eligible.

The event is often televised nationally and is a major favorite when aired around holiday season(s).

Support Documents

The following support documents can be found online at <http://sponsorships.mediabuys.com>

- Sponsorship Package
- Third Party Valuations
- Event Program Guide
- Demographics Reports
- Event Map
- Photos
- [Video Links of Various 2006 Tournaments:](http://www.usdaa.com/article.cfm?newsid=377) <http://www.usdaa.com/article.cfm?newsid=377>

e). History of our Event/Property



The Games' premiere event, the Grand Prix of Dog Agility® World Championships, along with the USDAA's newer tournament series, the \$10,000 Dog Agility Steeplechase® and Dog Agility Masters® Three-Dog International Team Championships will span four days. Other events include the World Cynosport Flying Disc Championships, comprised of the Ashley Whippet Invitational World Championships and the Flying Disc Dog Open; World Cynosport Flyball Championships conducted by North American Flyball Association; Dock Diving by SplashDogs; Canine Freestyle; Course-A-Lure and other exhibitions.

The Games attracted over 1,400 competitors in 2006 and are expected to grow in 2007. Over 5,000 people attended the event in 2006 and the USDAA is projecting that attendance will grow to 10,000 in 2007 based on earlier and more coordinated marketing efforts and a more desirable event date. In the past, portions of the Games have been broadcast on Animal Planet, Outdoor Life Network, Fox Family Channel and NBC.

Admission to the Games is \$12 for adults. USDAA owns, produces and sanctions the Cynosport® World Games. The USDAA has more than 30,000 registered competitors representing more than 200 different breeds of dogs, including mix-breeds. USDAA represents more than 150 affiliated groups conducting more than 500 days of events each year.

Organized in 1986 to introduce the sport of dog agility to North America, USDAA has evolved into an authority in canine sport world-wide. The USDAA motto is "Promoting Competitive Excellence in Dog Agility". Now in its 20th year, USDAA's Grand Prix of Dog Agility® World Championships is the longest running championship tournament series in North America and the third longest in the world.

2). Event/Property/Industry Details

a). Event Attendance & Demographics

The Games attracted over 1,400 competitors in 2006 and are expected to grow in 2007. Over 5,000 people attended the event in 2006 and the USDAA is projecting that attendance will grow to 8,000 in 2007 based on earlier and more coordinated marketing efforts and a more desirable event date.

i). Five-Year Attendance History and Capacity

2003	2004	2005	2006	2007
3800	6,000	5,800	6,000	-

Basis: On Site Study

ii). Attendees by Age

18-34	35-49	50+
19.5%	41%	39.5%

Basis: On Site Study

iii). Attendees by Gender

Female	Male
73.9%	26.1%

Basis: On Site Study

iv). Attendees by Annual Household Income

Under \$30k	\$30,000 \$49,999	\$50,000 \$74,999	\$75,000 \$99,999	\$100,000 above
8.8%	16.6%	26.9%	17.1%	30.6%

Basis: On Site Study

v). Attendees by Marital Status

Single	Married	Divorced/Widowed
28.2%	59.2%	12.6%

Basis: On Site Study

vi). Employment

Owner	14.0%
Sales/Mktg	12.3%
Prof	12.3%
Retired	10.9%
Teacher	5.7%
Eng/IT	5.2%
Student	3.3%
Homemaker	2.8%
Other	24.5%

Basis: On Site Study

b). Geographic Reach & Impact

Many nations participate in dog agility competitions and this year it is expected to include Bermuda, Canada, China (HK), Costa Rica, Guatemala, Japan, Mexico, Netherlands, Puerto Rico, Russia, Singapore, Spain & USA. Judges are from USA, Switzerland, & Netherlands.

The Games will be held on the polo fields at WestWorld of Scottsdale, in Scottsdale, Arizona. Geographic Reach/Impact is leveraged in one major market Phoenix, Arizona, which is currently ranked 13 in the United States with 1,725,000 television households.

It is estimated that each year Cynosport® World Games translates into a direct spend over \$1,000,000 for hotel, food, entertainment, local transportation, suppliers and staffing, accommodating 3,000 room nights and RV night rentals. Since most attendees are visitors to the city, personal supplies purchases exceed \$200,000.

Scottsdale City, Arizona Statistics and Demographics		
	Number	Percent
Scottsdale Population:	202705	100.00%
Sex and Age		
Male	97785	48.24%
Female	104920	51.76%
Under 5 years	10444	5.15%
5 to 9 years	11188	5.52%
10 to 14 years	11256	5.55%
15 to 19 years	9900	4.88%
20 to 24 years	9798	4.83%
25 to 34 years	28973	14.29%
35 to 44 years	32677	16.12%
45 to 54 years	30544	15.07%
55 to 59 years	13215	6.52%
60 to 64 years	10826	5.34%
65 to 74 years	18581	9.17%
75 to 84 years	11734	5.79%
85 years and over	3569	1.76%
Median age (years)	41	
18 years and over	163540	80.68%
Male	77670	38.32%
Female	85870	42.36%
21 years and over	158168	78.03%
62 years and over	40174	19.82%
65 years and over	33884	16.72%
Male	14750	7.28%
Female	19134	9.44%
Race		
One race	199358	98.35%
White	186883	92.19%
Black or African American	2501	1.23%
American Indian and Alaska Native	1240	0.61%
Asian	3964	1.96%
Hispanic or Latino and race		
Total Population	202705	100.00%
Hispanic or Latino(of any race)	14111	6.96%
Mexican	10108	4.99%
Puerto Rican	583	0.29%
Cuban	222	0.11%

Other Hispanic or Latino	3198	1.58%
Not Hispanic or Latino	188594	93.04%
White alone	178462	88.04%
Relationship		
Total Population	202705	100.00%
Households by Type		
Total Households	90669	100.00%
Family households (families)	54458	60.06%
With own children under 18 years	20506	22.62%
Married-couple family	44972	49.60%
With own children under 18 years	15481	17.07%
Female householder, no husband present		
	6823	7.53%
With own children under 18 years	3759	4.15%
Non Family households	36211	39.94%
Householder living alone	27887	30.76%
Householder 65 years and over	8823	9.73%
Households with individuals under 18 years	21807	24.05%
Households with individuals 65 years and over	23493	25.91%

c). Event Audience Appeal/Exposure

Recreational canine sports promote responsible pet ownership and physical fitness for both dog and handler and is a rapidly growing segment of the \$40-plus billion pet industry.

2006 Media Results

Combined campaign of television, radio and print

- \$70,000 in television coverage efforts on news and talk programs in the Metro Phoenix market
- \$23,000 in print media feature coverage
- \$30,000 in print media advertising
- \$18,000 in television advertising on select networks
- \$10,000 in radio advertising
- More than 1,000,000 page views on the Web during the event

d). Industry Statistics & Trends

According to the 2007-2008 National Pet Owners Survey, 63% of U.S. households own a pet, which equates to 71.1 millions homes. In 1988, the first year the survey was conducted, 56% of U.S. households owned a pet as compared to 63% in 2006

2007-2008 Breakdown of Pet Ownership in the U.S

Number of U.S. Households that Own a Pet (millions)

Bird	6.4
Cat	38.4
Dog	44.8
Equine	4.3
Freshwater Fish	14.2
Saltwater Fish	.8
Reptile	4.8
Small Animal	6.0

Total Number of Pets Owned in the U.S. (millions)

Bird	16.0
Cat	88.3
Dog	74.8
Equine	13.8
Freshwater Fish	142.0
Saltwater Fish	9.6
Reptile	13.4
Small Animal	24.3

* Ownership statistics are gathered from APPMA's 2007/2008 National Pet Owners Survey

Total U.S. Pet Industry Expenditures

<u>Year</u>	<u>Billion</u>
2007	\$40.8
2006	\$38.5
2005	\$36.3
2004	\$34.4
2003	\$32.4
2002	\$29.5
2001	\$28.5
1998	\$23
1996	\$21
1994	\$17

Estimated 2007 Sales within the U.S. Market

For 2007, it estimated that \$40.8 billion will be spent on our pets in the U.S.

<u>Item</u>	<u>Billion</u>
Food	\$16.1
Vet Care	\$9.8
Supplies/OTC Medicine	\$9.9
Live animal purchases	\$2.1
Pet Services: grooming & boarding	\$2.9

Actual Sales within the U.S. Market in 2006

In 2006, \$38.5 billion was spent on our pets in the U.S.

<u>Item</u>	<u>Billion</u>
Food	\$15.4
Vet Care	\$9.2
Supplies/OTC Medicine	\$9.3
Live animal purchases	\$1.9
Pet Services: grooming & boarding	\$2.7

** Unless otherwise stated, spending statistics are gathered by APPMA from various market research sources and are not included in the organization's bi-annual National Pet Owners Survey.*

3). Sponsorship Levels

a). Sponsorship Inclusion

Presenting and Official Sponsors:

Benefits may include advertising and televised signage during Games broadcasts on the following possible networks*:

- A&E
- Animal Planet
- ESPN
- Lifetime Television
- USA Network

**Network and air-dates pending.*

Benefits also include ID in the event's media buy, on-site signage, ID in publications and collateral, visibility on the USDAA website, access to mailing lists, sampling and display opportunities, hospitality, tickets and more.

Tournament Sponsors:

Benefits include ID in the event's media buy, on-site signage, ID in publications and collateral, visibility on the USDAA website, access to mailing lists, sampling and display opportunities, hospitality, tickets and more.

Top Tier Tournaments are: Dog Agility, Flyball, Dock Diving and Flying Disc

Specialty Sponsors:

Open Competition Sponsor: Dock Diving, Herding, Rally-O

Public Event Sponsor: Freestyle Dance, Doggie-Do-Right, Course A Lure and Dock Diving

Soundstage Sponsor - Live bands will play in the food court area on Friday night, Saturday afternoon and night and Sunday afternoon)

Hospitality Sponsor - Sponsor competitor and volunteer functions and services

Event Sponsor - Sponsor the event at-large with signage, 10'x10' booth space and tickets.

Exhibitor Sponsors:

Benefits include vending space is available at the event and will be available in the center of the action and adjacent to the food court area.

b). Sponsorship Inclusion & Pricing Chart

2007 CYNOSPORT SPONSORSHIPS					
	Presenting	Official	Tournament	Specialty	Exhibitor/Vendor
	\$85,000	\$45,000	\$15,000- \$30,000	\$500-\$50,000	\$450 and up
Number of Sponsorships	1	4	5	10	
Official Capacity					
Corporate Naming in Event Title	X		X		
Official Product/Service Status	X	X			
Use of Event Logo	X	X			
Use of Organization Logo	X				
Full Promotional Rights					
Industry Category Exclusivity	X	X	X		
Right of First Refusal on Future Events	X	X	X		
Business Related Benefits					
VIP Event Tickets	X	X	X		
Discounted Admissions	X	X	X		
Hospitality and Client Entertainment Opportunities	X	X	X		
Use of Venue for Sponsor Functions	X	X			
Use of Venue Volunteers for Activation					
On-Site Sales Rights	X	X	X	X	X
On-Site Sampling	X	X	X	X	X
On-Site Promotions	X	X			
Ability to Showcase Product	X	X	X		
Specific Benefits for Employees	X				
Hotel Accommodations					
Photo Opportunities	X	X	X		
Speaking Opportunity					
Access Mailing/Attendee/Member Lists	X	X	X		
Brand Related Benefits					
Photography/Footage Rights					
On-Site Kiosk/Display Rights	X	X	X	X	X
On-Site Signage	X	X	X		
Collateral Material Inclusion	X	X	X		
ID and Feature in Event Media Buy					
Television Ads	X	X	X		
Radio Ads	X				
Magazine Ads					
Out-Of-Home Ads					
Newspaper Ads	X	X	X		

Internet Ads	X				
Presence on Event Website	X	X	X		X
Exposure Benefits					
International Television Broadcast					
National Television Broadcast	X	X			
Local Television Broadcast					
Radio Broadcast					
Ancillary Products (CD, DVD)	X				
Webcast (live stream or on-demand)					
PA Announcements	X	X	X	X	X
Press Announcements and Press Kits	X	X	X		
Jumbotron/large screen					
Plasma or LED screens	X	X			
Event Analysis					
Pre-Event Surveying					
On-Site Surveying	X	X	X		
Exit Surveying					
Full Pre-Event Measurement Report					
Full Post-Event Measurement Report	X	X	X		

c). Vending & Advertising

A variety of vending and advertising opportunities exist for this event. Vending is presented in our 40,000 square foot vending area in a variety of configurations. Advertising is available in the event program and through event sponsorship.

d). Vendor Booths, Exhibits & Advertising

Vending space is available at the event and will be available in the center of the action and adjacent to the food court area. Ask for our Vendor Trade Fair Agreement and rate sheet.

Spaces are available in 10' x 10', 10' x 20', 10' x 30', 10' x 40', 20' x 20', 20' x 30, and 20' x 40' sized spaces. In addition, space is available for vendors who vend from trailers.

Electricity, tables chairs and other materials are available upon request for an additional cost. Canopy is included in space rental.

Advertising in the **Event Program** offers an extraordinary value, with rates well below a normal spot rate. This is a great opportunity to distribute a coupon for product or service, or a means of directing people to your store, or to your booth at the event. The program is printed on newsprint, with black & white and full color print capabilities, with advertisements available in sizes from 1/8 page (approximately 14 square inches) to full-page (approximately 110 square inches) at rates from \$550 to \$5,000.

Advertising on the event website is also available. We'll be posting news articles throughout the event and expect well over a million page impressions in the four to six week period surrounding the event. Call for pricing.

Advertising deadline is September 28.