



TICA Marketing & Business Development– 2018 Corporate Sponsorship Questionnaire

CLUB: \_\_\_\_\_ Show Date: \_\_\_\_\_

First Time Club Show: YES \_\_\_ NO \_\_\_ Paired w/Pet Expo \_\_\_\_\_

CLUB PAYPAL ACC \_\_\_\_\_

Show Location: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_ Club Treasurer: \_\_\_\_\_

Contact Person Mailing Address: (No PO Boxes) \_\_\_\_\_

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 (must be **no later than sixty days prior to the show date**) of this questionnaire will enhance the opportunities for club selection by our TICA Corporate Partners.

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/Visitor Gate Attendance from previous two years shows (**do not inflate**): \_\_\_\_\_
5. Estimated Public Attendance for Upcoming Show - **Budgeted Gate Income \$** \_\_\_\_\_  
**Visitors 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): **2016=** \_\_\_\_\_ **2017=** \_\_\_\_\_
9. Why this location is important and what does it offer to vendors/sponsors and visitorgate? \_\_\_\_\_
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:

[ShowSponsorship@tica.org](mailto:ShowSponsorship@tica.org)