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# How to Promote a Cat Show Publicity and Media

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TICA's marketing program adheres to consistent branding and messaging. This ensures TICA's brand will grow in recognition, helping to position our organization as the largest, and leading genetic registry of cats around the world.



Dear TICA Show Committee:

With every cat show comes the opportunity to market cats, the cat fancy and TICA. It is our best opportunity to introduce visitors to the world of cats and to showcase them as the world's most popular domestic companion animal. Unless our shows "touch" the public, we have lost the chance to educate the public on caring for cats and appreciating the uniqueness of each one of TICA's many breeds.

This guide has been created to help you get media attention for your show, receive meaningful publicity about your show and attract crowds of new spectators, eager to learn about TICA's World of Cats!

Each show location may be a little different so you may find it necessary to be imaginative when seeking ways to publicize the show. Press releases should stress the public benefit your club's show offers to the area and may include some or all of the following:

1. Promoting **knowledgable** pet ownership
2. Working to raise the value of ALL cats
3. Educating the public about the pedigreed breeds and how each differ in personality
4. Providing a venue to work with local animal welfare/shelter/rescue groups to have cats available for adoption at the show
5. Your TICA show is helping your local economy because it brings out of town exhibitors who will use local restaurants, buy gas, stay in hotels, and shop at stores. Approach these local businesses to purchase an economically priced ad in your Show Catalog
6. First and foremost you *MUST believe in what your club/show brings to the community and the value your efforts return to the community in a positive way.*
7. Donating food drive items, or a percent of show proceeds to an animal welfare group which, in turn, will benefit all cats (explain which groups and why)
8. Corporate Messaging taglines. Be sure to include Registration ® and Trademarks ™ :
  - Wherever you are, you're in TICA's world™
  - Fabulous Felines...Fun... and Friendships.®
9. Usage:
  - Standalone statements
  - Taglines with logos. Be sure to include the Registration and Trademarks with taglines.
10. Positioning Benefits from Messages:
  - Fabulous Felines...Fun...Friendships®
    - Promote that the cat fancy and showing cats is fun!
    - You'll build friendships in TICA.
  - Wherever you are, you're in TICA's world™
    - TICA has an international presence.
    - The cat fancy is worldwide.

This Guide offers advice on handling a publicity campaign for your club's show and gives samples for you to fill-in-the-blank press materials.

Make it fun and make friends!

# ESTABLISH A TIMELINE

Your club should put together a timeline for development and distribution of your planned public relations materials. These may include posters, newspaper advertising, media releases, television and radio spots, public service announcements, etc. Following is a suggested timeline:

## 12 months before the show

- ❖ Determine Publicity Committee members, assign duties.
- ❖ Establish a publicity budget, remembering it may likely change after gathering information.
- ❖ Identify a show theme and plan to tie that theme directly into all publicity.
- ❖ Consider if there is a local charity that would allow its name to be used in conjunction with the show in exchange for publicity for its organization in all media releases plus a very visible presence in the show hall.
- ❖ Contact the local Chamber of Commerce to add the show to its published schedules and calendars of upcoming events in the local area.
- ❖ Contact local newspapers and web sites that publish quarterly/annual calendars to add the show information.
- ❖ Consider the possibility of donating tickets to local schools, with the proviso that children using the ticket must be accompanied by a paid adult admission.
- ❖ Consider donating a quantity of free tickets to local senior citizen centers
- ❖ Discuss holding a coloring contest using our TICA Colorful World of Cats coloring books at local schools, with free admission for the winner's immediate family plus a small prize (soft cover cat care book, breed book, breed poster, etc.) for the actual winner(s). Use the coloring contest submissions as decorations in the show hall, and use that as a "hook" in the pre-show advertising
- ❖ Most cities and states have monthly magazines that have calendars of events. Be sure to get your show in these magazines at least one year in advance.

## 9 months before the show

- ✓ Contact local shelter and rescue organizations to discuss the placing of discount admission coupons in their newsletters.
- ✓ Contact the local public library to reserve space to set up a cat book display and ribbon exhibit close to show time
- ✓ Contact TICA Executive Office and Request Information about Sponsorship Funding

## 8 months before the show

- ❖ Be sure to promote the TICA logo large enough and with prominent placement
- ❖ Draft show announcement and arrange printing.
  - You may wish to use Staples Corporate Account provides a great discount
  - TICA #: 2818063196 Candice Smart Acc Manager Email: [Candice.Smart@staples.com](mailto:Candice.Smart@staples.com)
  - Phone : 888-224-3684 ext 1227 Fax: (508) 305- 1188
  - Monday- Thursday 8:30 to 5:30 EST, Friday 8:30-3:00 EST
- ❖ Draft national ads for pet magazines, be sure to include the TICA logo
- ❖ Select the individuals to design and produce posters and signs
- ❖ Submit ad about show to TREND editor for publication
- ❖ Design and upload web site for the show, promote TICA's website via hyperlink from logo
- ❖ Setup Facebook Event page and Twitter account

### **6 months before the show**

- ✓ Distribute show flyers at other shows
- ✓ Begin posting to Shows Facebook Event Page and Twitter account posts
- ✓ Submit ad about show to TREND editor for publication

### **4 months before the show**

- ✓ Be sure to promote the TICA logo large enough and with prominent placement
- ✓ Design and complete road signs and posters
- ✓ Prepare press releases - be sure to use a "hook" to promote interest
- ✓ Contact Billboard Company if the club has elected to use this type of advertising. It is usually expensive, but can be very effective.

### **3 months before the show**

- ❖ Plan press releases, interviews, and distribution schedules
- ❖ Prepare list of club members or judges who would be available for interviews and photos
- ❖ Prepare discount coupon for library exhibit (add list of good cat books and/or interesting cat web sites on the reverse side of the coupon, along with club contact info)
- ❖ Visit show hall and decide on sign placement, and approve wall attachments with hall management
- ❖ Drive around and determine possible locations for road signs

### **2 months before the show**

- ✓ Begin distributing posters and discount coupons to local businesses i.e. vet clinics, grooming salons, feed stores, pet shops, supermarkets, etc.
- ✓ Email information to newspapers include informational details about the show
- ✓ Make contact with newspaper editors and television station personnel
- ✓ Set up public library exhibit

### **1 month before the show**

- ❖ Check on posters at local businesses, to be sure they have been placed, or are still in place and re-stock coupons
- ❖ Place first ad in newspapers with discount coupon in the pet, Weekend and/or the Sunday entertainment sections
- ❖ Contact newspaper and television personnel again, arrange for press meeting

### **2 weeks before the show**

- ✓ Repeat newspaper ads in the Sunday entertainment, Weekend and/or pet sections
- ✓ Place discount coupons on front desk of show hotel
- ✓ Give new ad copy to the newspapers/television with hours/prices

### **1 week before the show**

- ❖ Repeat newspaper ads in the Sunday entertainment, Weekend and pet sections
- ❖ Assign individuals to cleanup of advertising duty after the show
- ❖ Set up road signs outside of show hall facility (TICA CAT SHOW, Sat-Sun, times)
- ❖ Provide a cell phone number to the media along with the media alert, so they can reach you during the show to firm up an interview or get answers to questions after they have left the show hall
- ❖ Provide written talking points for interviews
- ❖ Have a well-spoken person available and prepared to do interviews, on request

### **Thursday and Friday before the show**

- ✓ Email and/or Fax detailed show information to local television stations, provide the cell phone number again
- ✓ Place paper road signs with arrows
- ✓ Call TV assignment editor late Friday afternoon to remind them to cover the show.
- ✓ Provide the cell phone number again

#### **At the show**

- ❖ Follow up with TV assignment editor to determine if they will be covering the show on Saturday. Provide the cell phone number again
- ❖ Be sure that media arriving to cover the show are admitted at no charge
- ❖ Have someone available to escort media through show hall, if requested
- ❖ Provide written talking points for interviews
- ❖ Have a well-spoken person available and prepared to do interviews, on request

#### **After the Show**

- ✓ It is important to take down and clean up all publicity posters, etc.
- ✓ Send thank-you notes or emails to media who covered the show
- ✓ Count and summarize the various coupons redeemed at the gate

#### **Additional ideas to consider**

- ❖ A club can donate \$ 1 per attendee to a local rescue/shelter
- ❖ Also ask them to steward and pay them, this is highly successful and benefits both club and rescue.
- ❖ The club can collect food for the rescue/shelter group
- ❖ Ask club members or exhibitors attending the show to create and bring a Breed Booth. It does not need to be elaborate, just informative. Offer an incentive to each breed/person who brings a breed booth to the show.
  - Go to Staples or Office Depot (or the like) purchase a three-sided fold up board.
  - Print your favorite breed or two of your best grands and put them on the board
  - Write out the information that describes your breed
  - Tell why others would want to have your breed
  - You can do it not just to promote your breed but to promote TICA
- ❖ Have the TICA Colorful World of Cats coloring books available for passing out
- ❖ Have the new TICA World of Cats Visitor Guide available for everyone who attends your show

# TIPS ON WORKING WITH THE MEDIA

There are some tips to remember when planning your publicity campaign.

- **Plan ahead.** Begin preparation six months or even a year (minimum of 5-6 weeks) before the show. Allow 1-2 weeks to prepare your publicity campaign. This includes developing a media list including deadlines, preparing materials and distribution, and finding out what other events will take place in town on or near your show dates. Make sure your materials are in the media's hands 4 weeks in advance of show time.
- **Know the media in your area.** Read the weekly and daily newspapers and magazines, watch the various television news and talk shows and listen to several radio stations to get a feel for program formats. Look for newspaper sections and TV and radio shows that may be appropriate outlets for your message. **Develop a complete list** of all the daily and weekly newspapers, community magazines, and radio and television stations in your area. **Contact each paper and station** to get deadlines (lead time) and the specific names of the individuals you plan to email to: John Smith, Program Director, for example. Make sure to prepare a list of materials (i.e. PSA, news release, media alert, etc.) you are sending to each station so you can follow-up later and ensure the materials were received. Snail mail used to be the normal, that is not the case now.
- **Email is the most effective** way to reach individuals. Be sure your emails include information in the Body of the message because on first contact, many people will not open attachments to an email. After establishing a contact, you can then send attachments such as Show Flyers, etc.
- **Use your email.** A great deal of interaction and communication is now being done via email. Some reporters only respond to emails. If you can't reach by telephone, use your email list.
- **Information.** If you have a pamphlet with basic background on your club, you may want to hand deliver to the media along with the publicity materials from this guide. You might want to consider including copies of the TICA World of Cats Visitor Guide, TICA Colorful World of Cats coloring books, or other general brochures and other general interest pamphlets. Hand delivering this material be sure to provide a local direct way for the final intended individual to contact you.
- **Use the telephone and email.** Whenever possible, follow up by telephone or email. Call or email the media to see if they received the information and invite them to the show. This provides an opportunity to find out if they plan to use your materials. Media alerts and interview pitches REQUIRE telephone follow-up. Send complimentary tickets to your show even if only in the form of a letter that can be presented at the entrance gate upon arrival.
- **Call and/or email media contacts at the beginning of the month** about the upcoming show. Phone or email again the week before the show, offering interviews and photo session with club members. Fax/email an entertaining press release and ad, very simply designed, the week before the show. Follow up with a phone call the day before the show to see if they will be attending.
- **Offer press passes for reporters and photographers plus a guided tour of the show hall.** Explain that judges and local exhibitors are available for interviews, and that cats will be available for photos or filming, etc. Typically, this will get big results.
- **Say "Thank You"**. If media uses your information, send a thank you email. Use this as an opportunity to maintain contact with interested media for future show and TICA activities.

# GET YOUR MESSAGE OUT

There are numerous areas for publicity to a club, what the club chooses to use depends upon the determined budget. Take advantage of free publicity if you can get it; use minimal publicity, strategically placed, if the budget is small, and the up-scale publicity if the club can afford it. An affordable combination of all three will attract your largest gate. Remember, the club will likely need to spend some money on publicity in order to get attendees into the show hall.

## COMMUNITY CALENDARS

Newspapers, community magazines and some radio and television stations run listings of special events happening in the area. These are called Community Calendars or Billboards.

Send/email a brief item about your show to all local newspapers, community magazines and radio and television stations that have a news segment devoted to special events happening in the area. Some magazines will need Community Calendar information 2-3 months in advance.

Many Community Calendars or Billboards are “online” and you can submit your notice electronically. You may want to follow the below example.

- ✓ [Eventful.com](http://Eventful.com) load the page, set up a free account, input your show information (reflects in Google)
- ✓ [Whofish.com](http://Whofish.com) go to the page, select your state at the top then list your show information
- ✓ [Eventbrite.com](http://Eventbrite.com) create a customized show listing to promote your show
- ✓ [Meetup.com](http://Meetup.com) this page has both Group Announcements [people who love cats might work] and a calendar you can list your show on
- ✓ [Yelp.com](http://Yelp.com) this venue and restaurant review community has an event section that lists local events that are listed in the community calendar.
- ✓ [EventSetter.com](http://EventSetter.com) just sign up and post your show listing
- ✓ [Evvnt.com](http://Evvnt.com) you can sign up and list two events free. Select your target marketing by your event's category & location this site distributes to other calendars.

**Try using the search term “submit your event” to find even more links.**

## SAMPLE CALENDAR ITEM

FOR MORE INFORMATION CONTACT:

[name of club] [name of director]  
[phone number] [email address]

### **TICA CAT SHOW SCHEDULED FOR [DATES]**

[Name of club] is sponsoring a TICA cat show on [days and dates] from [times] at [location]. More than

[number] pedigreed cats from around the country are expected to compete. The public is welcome.

Admission is [cost of attendance for adults, children and seniors]. (if partnered with a local shelter or

charity, insert their name here) Donation for [name of shelter or charity] will be accepted at the door. For more information contact [name of director] at [phone number].

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## **PUBLIC SERVICE ANNOUNCEMENTS**

Many radio and television stations set aside air time for announcements about local organizations or activities that would be of interest to the general public. If your show has a charitable purpose, you may be successful in obtaining free air time.

Send/email public service announcements to the public affairs directors at all TV and radio stations in your area. Since stations have varying times available for these announcements, it is best to provide them with 10, 15 and 30 second spots.

Send/email all three lengths to each station. Retype the announcements, double-spaced, and print on your club's stationery or letterhead using TICA logo, filling in your local information. Type the number of words in the margin and allow 1 1/2" margins on bottom, right and left side margins.

### **SAMPLE PSA'S:**

#### **FOR MORE INFORMATION CONTACT:**

[name of club] [name of director]  
[phone number] [email address]

#### **10 Second Announcement**

(24 words)      ATTENTION ALL CAT LOVERS. THE [NAME OF CLUB'S] TICA CAT SHOW WILL BE HELD ON [DATES] FROM [TIMES] AT [LOCATION]. CALL [PHONE NUMBER] FOR DETAILS.

#### **15 Second Announcement**

(42 words)      FIND OUT WHO'S TOP CAT AND PICK YOUR OWN FAVORITE FELINE AT THE [NAME OF CLUB'S] TICA CAT SHOW ON [DATES] FROM [TIMES] AT [LOCATION]. MORE THAN [NUMBER] BEAUTIFUL PEDIGREED CATS AND HOUSEHOLD PETS ARE EXPECTED TO COMPETE. CALL [PHONE NUMBER] FOR DETAILS.

#### **30 Second Announcement**

(65 words)      FIND OUT WHO'S TOP CAT AND PICK YOUR OWN FAVORITE FELINE AT THE [NAME OF CLUB'S] TICA CAT SHOW ON [DATES] FROM [TIMES] AT [LOCATION]. MORE THAN [NUMBER] BEAUTIFUL PEDIGREED CATS AND HOUSEHOLD PETS FROM AROUND THE COUNTRY ARE EXPECTED TO COMPETE. ADMISSION IS [COST] FOR ADULTS AND [COST] FOR CHILDREN AND SENIOR CITIZENS. PEDIGREED KITTENS WILL BE AVAILABLE FOR SALE. CALL [PHONE NUMBER] FOR DETAILS.



## RADIO AND TV INTERVIEWS

Radio and television talk shows and news programs are always looking for interesting happenings and may be interested in having someone representing your club (especially with a cat) as a guest. Television interviews will generally last about 1-3 minutes while radio can be 5-10 minutes or more.

Make sure you're prepared for the interview and know in advance what important messages you must relay. Be sure to promote TICA, included that TICA is an international, worldwide members organization. Remember you have more power, importance and pull by promoting TICA than just using your local clubs name. TICA is worldwide in 104 countries and clubs are local. IF your club has received sponsorship from one of TICA's national corporate sponsors, use that too. These companies elevate the value of your show and your event. Having participation from a national company (even if only in sponsorship funds, which of course are very important) speaks to the importance and value of your show! This national company chose your show to promote their products. The programming managers will usually ask for basic information on dates, times, location and "what's going on at the show", prior to the actual interview. **Make sure to have a phone number for people to call for more information.**

To set up an interview, send a pitch letter or email, you can use the sample provided, to the producers of the shows you are interested in appearing on. (Make sure to call or email them a few days later to determine their interest and schedule interview times and dates.)

In deciding what to "pitch", think about what unique thing might be of interest to the media and the general public. Will a famous "cat" be coming to the show? Is there some special human guest or activity that will occur during the show? Is a particular breed featured in the show, how many breeds will there be? What about a "new" TICA breed. Is the show benefiting a local shelter or charity.

Make sure that any feline guests which will be photographed are bathed and groomed. Cameras will pick up the tiniest details and enhance them significantly! You might also suggest part of the story being "getting ready for the show" with shots taken during the grooming process.

### SAMPLE

[date]  
Producer [name of producer]  
[name of show] [station]  
[street address] [city, state, zip]

Dear [name]:

Cats are the most popular pets in the United States. More than 93 million felines reside in American households today. Some of those are pedigreed cats of beautiful breeds such as Abyssinians, Maine Coons and Siamese. Approximately [number] of those fancy felines are expected to compete at the [year] annual [name of club] TICA cat show on [dates] at [location].

Cat shows are growing in popularity worldwide. Last year, there were more than xxx TICA shows here, with thousands of top cats competing. Thousands of attendees turned out to watch the festivities. It's no wonder cat shows attract such crowds—the pageantry of a TICA cat show can be quite impressive! Picture the rows of elaborately decorated cages filled with beautiful and unusual felines, the excitement of the intense competition, and the fluff and finery when the cats are groomed.

Since one-third of all households own a cat, I believe the subject of cat shows would be of great interest to your audience. I'd be happy to be a guest on your show. As the publicity director of the [name of club], I've been busy planning this year's TICA cat show—and it's going to be really special.

I'll call you in a few days to determine your interest or please feel free to contact me directly. My contact information is below.

Sincerely,  
[name of publicity director]  
Publicity Director [phone # and email address]

## NEWS AND PRESS RELEASES

See additional Samples attached in PDF

News Coverage for show hosted by the Heart of Texas Cat Club of Waco and the Mission City Cat Club of San Antonio **Primped felines invade fairgrounds for cat show** <http://bit.ly/1OLDI2u>

News Coverage for show hosted by Cat Fanciers of BC

**Countdown to Country Fest: 'Werewolf' visits Maple Ridge cat show** <http://bit.ly/1HZ771f>

"People will be able to enjoy seeing the different breeds and what we do," she said.

Two major sponsors on board include Dr. Elsey's Cat Litter and The International Cat Association. –

See more at: <http://www.tica.org/public/news.php>

Information sent to newspapers should take the form of a Press Releases. Press Releases should be sent/emailed to the Features Editor at all the daily and weekly newspapers in your area. You can use digital images however be sure these are saved in PDF format and understand some emails with attachments are striped/removed prior to delivery in the intendeds email in-box. It's always better to first make contact with an individual and send photos after you ask permission to do so.

Be sure to have several different press releases available. Editors and writers don't want to see the same storyline or photo in other publications, they want to present unique information.

## SAMPLE

FOR MORE INFORMATION CONTACT:

[name of club]  
[name of director]  
[phone number]  
[email address]

Fancy felines from around the country will have the opportunity to earn Top Cat status at the [year] annual TICA cat show sponsored by [name of your club]. The cat show will be held on [days and dates] from [times] at [location].

More than [number] pedigreed cats are expected to compete in this year's show. Many beautiful breeds and household pets are on the list of competitors including [fill in some breeds], as well as some of the more well-known pedigreed cats, from Siamese to Ragdolls.

The TICA cat show will be open to the public and will provide an entertaining day for visiting attendees. In addition to the judging activities, which will take place throughout the show, visitors will have the opportunity to see cats “up close and in the fur” while they’re waiting to compete.

Exhibitors are happy to answer any questions about their cats and many of them will offer kittens for sale. [Include other special features of your show, such as feline agility and junior exhibitors, including what awards will be given.]

Tickets will be available at the gate. The cost of admission is [fill in the ticket costs for adults, children and senior citizens maybe Military w/ID free].

[Name of your club] is chartered by The International Cat Association, Inc. TICA is a nonprofit organization dedicated to the welfare of ALL cats. TICA was founded in 1979, is represented in 104 countries and recognizes 63 Breeds of cats.

For more information on the show, call [name of director] at [phone number].

# # #

## **MEDIA ALERTS**

### **SAMPLE**

#### **PHOTO/FILM OPPORTUNITY**

WHAT:

WHO:

WHEN: [days, dates and times]

WHERE: [location]

FOR MORE

INFORMATION: [name of organization, name of show manager, phone number]

# # #

## **OTHER FREE SOURCES FOR PUBLICITY**

Contact a local shelter and rescue organizations/group and pet store to sponsor the show and help with promotion. The club can agree to promote their rescue organization, provide booth space for adoptions and offer a percentage of the gate or a set amount donation. With your local shelter and rescues come a fantastic network of free advertising and sometimes stewards. The pet store sponsor could receive booth space at the show as part of their sponsorship.

Using a local non-profit organization as a sponsor of the show and the recipient of a donation could lead to an open door when approaching local merchants and media for additional free publicity.

### **One Show Manager quoted these reasons for her shows' successful results.**

The show received around 1,000 visitors. At \$6 for adults, \$ 5 for seniors and military and \$ 4 for kids [under ten] they advertised and donated \$ 1 per visitor and \$1 per show entry to their selected local rescue and also paid them as stewards. The club additionally collected food for the rescue group.

They took color flyers to all sorts of stores and restaurants to be given out to people two weeks before the show and the flyers noted what they were focused on as a purpose for donation.

They advertised in three papers and utilized all the social media outlets to advertise. (See our list included)

Quote: "This was one of my most successful smaller shows. And it was because of my club members."

### **Make it fun that is what TICA is about.**

Fairgrounds, hotels, convention centers all typically have email lists where they send eBlasts. Request the facility promote your show via their emailing list with a link to the clubs webpage. Offer a coupon where people can print coupons.

List clubs and shows on Craig's list in your area with a coupon. Craig's List is Free and a coupon will help the club track effectiveness of the listing.

## **FACEBOOK ADVERTISING**

### **FaceBook and Online Promotions ~ be sure to include a Coupon so you can track response**

- ✓ Set up an Event from your Club's [FaceBook page](#) like pages, you can choose a featured image. For \$20, you can run a sponsored ad for 1 day. You will not be able to change the Ad/Event after you set it. After the promo ends you should continue to receive 'Likes' to the page. When the show is over and the text cannot be changed on the ad, you can just updat the page to where the ad is linked so the ad is directing visitors to the new show each year. This will work only if the show is being held at the same location as the original ad promotes.
- ✓ [FaceBook.com](#) There are many options to choose from. Once logged into FaceBook click on events, chose one of these items and FaceBook will walk you through the next steps. Choose the objective for your campaign...

Send people to your website

Increase conversations on your website

Boost your posts

Promote your Page

Increase engagement

Reach people near your business

Raise attendance at your event

Get people to claim your offer

## **SOMETIMES IT TAKES MONEY TO MAKE MONEY!**

[See attached Samples under Display Ads \(hyperlink to PDF file samples\)](#)

### **DISPLAY ADVERTISING**

If the club has the budget and can afford display advertising in a newspaper, it often reaps great rewards. Display advertising can be costly, but effective and is priced by the number of columns across x the number of inches down. Should the club have non-profit status, be sure and mention this to the sales representative for a possible lower ad rate.

Provide as much information about the show as possible and the advertising personnel at the paper will design an ad for you. Remember that the person in charge of publicity will want to proof read the ad copy prior to it being printed.

Approach the feed store or pet food store where club members shop regularly. Most advertise

weekly in the local newspaper, often including coupons. Offer an exchange – a discount coupon ad included in the newspaper advertisement in exchange for a small advertisement in the show catalog. It may not be worth approaching national chain stores for local print advertising, as their corporate headquarters usually determine their advertising campaigns. Local independent franchises may work best for this idea.

After the show, track the return from each ad, simply by turning it over and sorting according to what is found on the back of each printed coupon.

If the budget won't allow for display advertisements, consider the least expensive classified ads under Pets or Domestic Animals heading. Start the ads off with a simple heading: CAT SHOW, followed by the dates, times and location. Also include a telephone number for additional information.

Note to be sure and actually have information regarding the show available at the number provided, even if it's merely on a recorded answering machine welcome message. The rates for a classified ad are reasonably priced.

### **Almost all newspapers now offer online advertising at economical rates.**

The Penny Saver type papers work really well in some areas without expensive costs.

## **DISCOUNT COUPONS AS ADVERTISEMENT**

[See attached Samples under Coupon Samples](#)

Discounts on admission can be any amount off, depending upon the price of your admission. Note that if the coupon is \$1.00 to \$2.00 off the admission price the club will find that it attracts more people. People seem to think \$2.00 off is a sizable bargain and will be more likely to notice the ad!

Be sure to tell the people at the gate not to hassle the visitor attendees at the door if only one member of the party has a coupon. It's far better to have five people enter the show with \$2.00 off each admission price, than to have a group become disgruntled or argumentative, or simply walk away. This is not the impression any club wants to leave in visitors!

Consider offering a discount off the admission price with a donation of cat food, which goes to local shelters, or a food drive for local Food Banks.

Consider having a "family admission" discounted price but remember to specify the maximum number of people that it will cover. And note either on your coupon or on signage, that the family discount cannot be combined with other discount offers.

**Have a printable discount coupon available on the club or show web site.** A PDF format may be the best format for an online coupon.

**(INSERT AD SAMPLE [hyperlink](#))**

Design a discount admission coupon using a simple border and a plain, easy-to-read font style (Calibri is a good one) and do not use multiple types of fonts. That just makes it confusing.

Be sure to include on the coupon:

- ✓ where and when the show is being held,
- ✓ the time the show is open to the public,
- ✓ whom the proceeds will benefit,
- ✓ admission price

- ✓ an information number (be sure someone will be available to answer that phone on the show weekend, or have an answering machine message ready with all information).
- ✓ Include a statement, "This Coupon can not be combined with any other offer" or "Limit one coupon per person".
- ✓ If the discount applies only to adult admission, this must be specified on the coupon.
- ✓ If the **show has a sponsor**, be sure to include the sponsors company logo and make sure it appears on all show publicity, including coupons. If you are printing the coupon, it is a good idea to do so in color, or on brightly colored paper.

If other local shows are being held close to the show date, ask show management if the club can leave a stack of coupons near their admission area. That's a certain way to draw attention to your show. Be sure to return the courtesy!

With permission, coupons can be placed on the counters in local vet offices, pet stores, pet food stores, etc. Permission may also be obtained to put them on the front reception desk of your show hotel(s).

At the show, have a sign-up sheet for visitors to complete to receive discount coupons for future shows. Ask for e-mail addresses, as providing info by e-mail is the way to communicate these days. If this same sign-up sheet is available at all local shows, and shared by all local clubs, they could all benefit from a considerably large visitor e-mail list.

**After the show**, do a count of the advertising that you paid for and the return. If you include a special code on your online discount coupon, one code per site, it will be easy to determine where those coupons came from. It's easy to determine where printed advertisements came from by the newspaper content on the back of the coupon. This is good information for a publicity report.



## SHOW POSTERS

See additional Sample Posters ([hyperlink PDF samples](#))

Designing an attractive 8-1/2" x 11" show poster is a necessity, whether it is simple or complex, color or black-and-white.

If the club has a member with either experience in graphic design or an "eye" for graphic design, this is the person you want! There are several computer programs that can be used to design a poster, including Word, Word Perfect, MS Publisher, Adobe InDesign, QuarkXPress, etc. Alternatively, there is absolutely nothing wrong with a handwritten poster with well-drawn images of cats, as long as the writing is legible and large enough to be read easily. In the end, all that is needed is a professional looking piece of artwork.



Suggestions for poster placements include:

- Corner variety store windows
- Vet Clinics
- Pet Shop & Feed Store
- Grocery Stores
- Senior Citizens Centers
- Drugstores
- Humane Societies
- Sponsors/Vendors
- Beauty Shops
- Bookstores
- Libraries
- Schools
- Chamber of Commerce

- Lobby of your show hotel

Posters printed in full color on 8-1/2" x 11" glossy paper will really attract attention. While this may add a little to the expense of the posters, it will be worth it for the additional attention they attract.

Ideally, posters should be placed in highly visible spots and distributed widely throughout your city and surrounding suburbs or small towns.



## IF YOU HAVE THE BUDGET

If the show budget is large enough, the club may consider hiring an advertising/public relations agency to develop the publicity and advertising campaign for the show. The agency will discuss the essentials of the campaign. This might include billboards, newspapers, magazine, radio and TV ad buys. The agency generally will oversee the design and placement of the approved advertising campaign. They should also oversee getting coverage for the show on TV, radio and in newspapers and magazines. Most good agencies can purchase ad placements at a significant discount since they should be making larger and consistent purchases overall.

- **Billboards** – while expensive, billboards are eye-catching and will get the show noticed. Keep the design simple. Verify the traffic that will be exposed to the sign placement. Verify if the billboard is lit up at night or not, this has an effect on costs.

- **Radio spots** - expensive, but worth the price if the show is held in a major metropolitan area. Cost could be as much as \$1,000 for thirty or forty 10-second spots. Morning and evening “rush hour drive time” are the best times for radio advertising. Many radio stations have specials where several companies get together to promote something. This type of buy-in is less expensive and gives great exposure. Try to arrange an on-site-at-the-show broadcast by a locally popular DJ for a few hours on Saturday afternoon as part of your radio buy.

- **TV commercials** – are expensive both in the production cost and the ad buy itself. Check with the local cable company for commercial rates (Animal Planet, TNT, USA, Oxygen are a few of the networks which reach women 25-55 years of age - normally the targeted cat show market) for 30- and 15-second spots. Don't run TV spots during the 12 am (midnight) to 6 am time slots; it is a big waste of money.

**Always keep in mind while the show is of utmost importance to the club, it's SOFT news** and the best-planned coverage already committed by the media can be knocked-off with HARD news! So always backup the publicity effort with paid advertising. The amount of paid advertising will not have an effect on how much coverage a club will receive from the media. Each year, the club will have to find a new hook for each show – something different, so you don't hear those famous words “We did the cat show last year.”

Keep it fresh, new and creative and give them something to use as a story idea. You as a club are responsible for “making the story” or the hook. You best know what's going on, what you have planned, what you might provide to grab (hook) their interest.

## VISITOR HANDOUTS

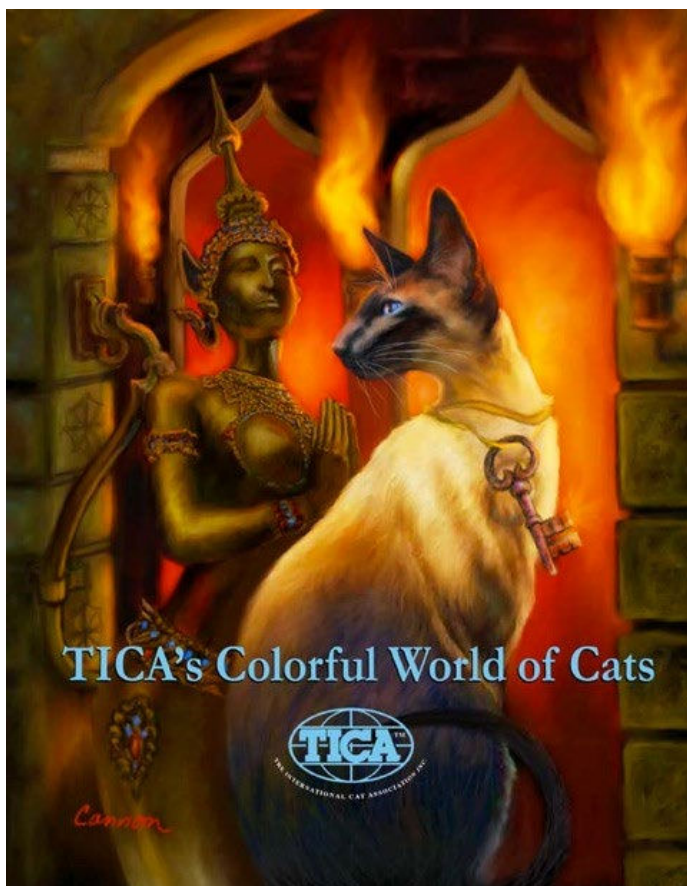


TICA offers wonderful handouts, available to clubs at no charge. The first is the full color TICA's World of Cats Visitor Guide which gives information about what is going on at the cat show and offers pictures and a brief description of each of TICA's recognized breeds.

Available for distribution are TICA's Colorful World of Cats, and All Kinds of Purrfect, fun coloring book for kids and adults which talks about proper cat care and one that encourages how all things different are purrfect.

In addition, brochures on spaying/neutering and finding your pedigreed kitten are also available.

All publications can be ordered by contacting the TICA Executive Office. (956) 428-8046



## **NEWS AND PRESS RELEASES**

See additional Samples attached in PDF

## **DISPLAY ADVERTISING**

See attached Samples under Display Ads (hyperlink to PDF file samples)

## **DISCOUNT COUPONS AS ADVERTISEMENT**

See attached Samples under Coupon Samples

## **SHOW POSTERS**

See additional Samples under Posters (hyperlink to PDF file samples)

## **BREED QR CODES**

[http://www.tica.org/members/publications/brochures/gr\\_codes.pdf](http://www.tica.org/members/publications/brochures/gr_codes.pdf)

## **TICA LOGOS**

<http://www.tica.org/members/marketing/logo.php>

## **TICA BREED POSTER FOR DISPLAY BY CLUBS**

TICA has our beautiful 63 Breeds Poster and every club should have one of these for display at your show. Easy way to display is purchase a standard 24" x 36" poster frame at Michaels or other such store. You can display this beautiful piece of art the entrance of your show, by the raffle table or anywhere that the attendees can view our beautiful breeds of cats. These are not for distribution to the public because of cost and to best allow the most people to view, these were created and made for distribution to Veterinarian hospitals/clinics, brick and mortar shelters/rescues, grooming salons, etc.

The Breed Poster can be requested from Executive Office. (956) 428-8046

## **SHOW BANNERS**

See attached pop-up banners (hyperlink to PDF file samples)

## **TALKING POINTS FOR INTERVIEWS**

See attached PDF for samples (hyperlink to PDF file samples)

Be sure that anyone who will be talking to reporters, TV or Radio have these talking points. Not every point needs to be used during one interview. If more than one person is being interviewed have each person select two or three each.