



# The International Cat Association, Inc.

Wherever you are, you're in TICA's World! Fabulous felines, fun and friendship.®



## TICA Marketing & Business Development: 2019 Corporate Sponsorship Questionnaire

Please use Email Form button to email form or send to ShowSponsorship@tica.org

### Instructions:

1. Download the form.
2. Open the form in Adobe Acrobat Reader.
3. Fill out the form.
4. Save and choose "Email Form" to send the form.

**If you send your application less than 60 days before your show, it will not be processed.**

Date: \_\_\_\_\_

### Contact Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Check here if this is a new email address. Old Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

No P.O. boxes.

City: \_\_\_\_\_ State: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_ Phone: \_\_\_\_\_

### Show Information

Name of Club: \_\_\_\_\_ Dates of Show: \_\_\_\_\_

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

Address	City	State	Country	Postal Code
---------	------	-------	---------	-------------

Club Treasurer: \_\_\_\_\_

Club Paypal Account: \_\_\_\_\_

First Time Club Show: Yes No

Paired With Pet Expo: Yes No

### Required Information for Sponsorship

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. Before you apply, your show information must be listed on the show calendar on <http://www.tica.org> with a link to the show flyer or website.

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.

Please note that the sponsor **does not ship outside the continental United States.** No materials are shipped outside the continental United States. Paypal is also required for all payments coming from outside the United States (paypal@tica.org). Sponsorship is only available for one show per year per club, with the exception of two shows being sponsored only if one of them is the regional. Phone photos of the application are not acceptable as they cannot be downloaded. Please use Acrobat Reader to complete the form or print and scan the completed version. **Applications must be submitted at least sixty days prior to the show date.**



**TICA Marketing & Business Development:  
2019 Corporate Sponsorship Questionnaire**

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:

Hall Name	Address	City	State	Country	Postal Code
-----------	---------	------	-------	---------	-------------

Number of years at this venue: \_\_\_\_\_

3. Can overhead banners be hung in the show hall?                      Yes                      No

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. Number 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. Number of Vendors — each of last two shows: \_\_\_\_\_ and \_\_\_\_\_

8. Prior Corporate Sponsorship — Company/Amount(s):    2017 = \_\_\_\_\_    2018 = \_\_\_\_\_

9. Why is this location important and what does it offer to vendors/sponsors and visitor gate?  
\_\_\_\_\_

10. Website address for your cat club and is it current: \_\_\_\_\_                      Yes                      No

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: \_\_\_\_\_

Is this a regional show?                      Yes                      No

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 Exhibitors?                      Yes                      No

18. 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.  
\_\_\_\_\_

19. Other Narrative for Funds Requested:  
\_\_\_\_\_

20. If this show is affiliated with a Pet Expo, are there any additional requirements?  
\_\_\_\_\_

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