

**SPONSOR / VENDOR
INFORMATION KIT**



Premier

UNITED
KENNEL CLUB

KALAMAZOO, MICHIGAN

JUNE 17-20, 2021

UKC PREMIER

This annual event features thousands of dog entries, generally representing over 150 different breeds. At UKCs PREMIER Dog Show, expect to find UKC conformation and performance events. PREMIER is the forum for UKC to showcase their philosophy of the Total Dog, in which a dog should not only have the beauty necessary for the traditional show ring but also the ability to perform the functions and duties for which its breed was originally created. To earn a coveted Total Dog award at PREMIER, dogs must place in a conformation and performance event during the weekend, which proves them as social and athletic companions who also fit their breed standards. Due to this focus on active, capable canines as representations of their breed, the UKC PREMIER Dog Show, which began in 1994, is regarded by many as a benchmark event for dog enthusiasts seeking to compete among the best in the world of competitive dog events. Spectators are welcome to attend this annual event!

**12 DIFFERENT
EVENT-TYPES
ON SITE!**



**LONGSTANDING
DATE CREATES
REOCCURRING
INTEREST**



**LARGEST UKC
TOTAL DOG
COMPETITION**



**COMMUNITY
INVOLVEMENT**



2021 UKC PREMIER SPONSOR/ VENDOR OPTIONS

INDOOR

INDOOR Event Vendor (indoor): ~~\$950~~ \$650

- 10x10 booth space for 4 days of event
- Climate controlled environment
- Locked facility overnight
- Concentrated traffic flow
- Listed as a vendor

INDOOR PLUS Event Sponsor (indoor): +\$500

- 10x10 booth space for 4 days of event
- Climate controlled environment
- Locked facility overnight
- Concentrated traffic flow
- Name recognition
- Logo placement at event
- Logo placement with event promotional items
- Special call-outs during the event
- Listed as an event sponsor
 - *Prize donation retail value can be deducted from total cost of sponsorship.*

OUTDOOR

OUTDOOR Event Vendor (outdoor): ~~\$450~~ \$350

- 10x10 booth space
- Placement near outdoor events
- Listed as a vendor
- Close proximity to spectators

OUTDOOR PLUS Event Sponsor (outdoor): +\$500

- 10x10 booth space
- Placement near outdoor events
- Name recognition
- Logo placement at event
- Logo placement with event promotional items
- Special call-outs during the event
- Listed as an event sponsor
- Products in prize packages if provided
 - *Prize donation retail value can be deducted from total cost of sponsorship.*

PLEASE INDICATE THE OPTION THAT YOU WOULD LIKE TO SELECT ON THE APPLICATION (PAGE 4)

VENDOR INFORMATION AND RULES

- Vendor applications are due no later than Friday, May 28, 2021 at 4:30 EST.
- Vendor setup time is 12:00pm – 6:00pm on Tuesday, June 15, 2021.
- Vendors must provide all equipment, as nothing will be provided by UKC.
- All items must fit inside the rented space. If additional space is needed for a trailer, the space must be purchased.
- Vendor applications will be accepted, denied, or revoked at the sole discretion of UKC, with or without cause. UKC will not be required to disclose reasons for any decisions.
- UKC reserves the right to limit similar product vendors and/or assign spaces. Spaces are available on a first-come, first-served basis. Requests will be accommodated as much as possible.
- Upon acceptance as a vendor, fees are NON-REFUNDABLE, no exceptions.
- Vendors are responsible for reporting their own Michigan State Sales Tax and insurance.
- There will be no sale of puppies allowed.
- Vendors will only be permitted to have their vehicles at their outdoor booth space during set-up on Tuesday, June 15. All vehicles must be parked in the parking lot once the event begins.
- Vendors are expected to be present during the event hours each day. Vendors who leave early or arrive late may not be invited back.

Booth space fees are as follows:

- Required minimum rental of a 10 x 10 space. Additional space is rented in 5' increments.
- No daily rates for booth spaces. Fees include four days' worth of events. Booths are expected to be open during event hours.

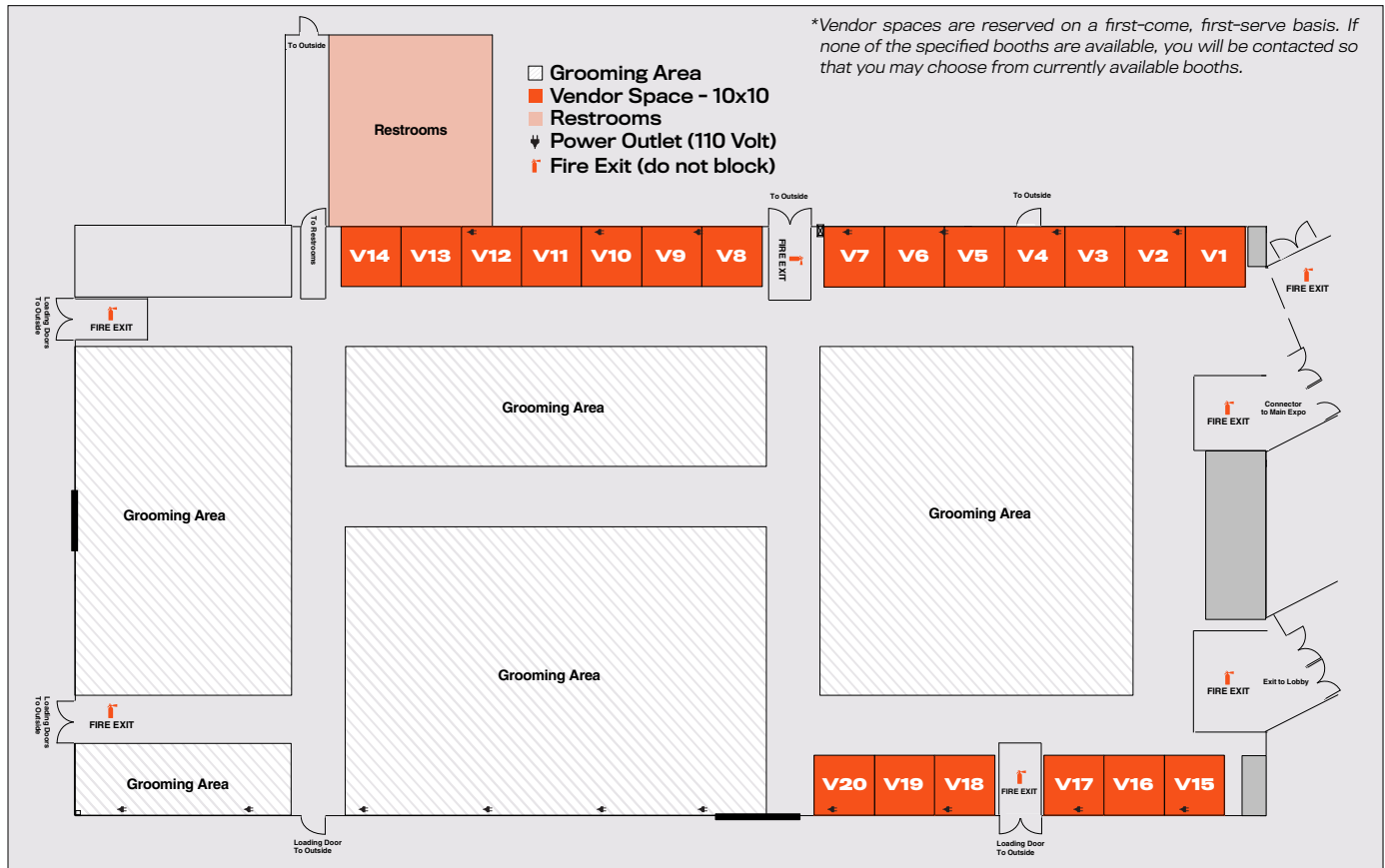
APPLICATION

Please complete the application and return it with payment in full by **May 28, 2021 4:30 pm EST**. Please confirm that you are planning to attend as soon as possible due to limited space. If you have any questions, please do not hesitate to contact us at sponsorships@ukcdogs.com.

► **RETURN TO:** UKC, 100 E. Kilgore Rd. Kalamazoo, MI 49002-5584 ATTN: PREMIER | Phone: 269.343.9020 | Email: Sponsorships@ukcdogs.com
 Company Name _____ Contact Name _____
 Address _____ City _____ State _____
 Zip _____ Phone _____ Email*: _____ (*Required to send confirmation)
 Website or Facebook page: _____
 Please provide a description of products and services you will be offering: _____

► Please select an option (See chart on page 3 for description of options) INDOOR | INDOOR PLUS | OUTDOOR | OUTDOOR PLUS

► Please indicate your first choice vendor space _____
 Please indicate your second choice vendor space _____
 Please indicate your third choice vendor space _____



INDOOR: \$650 | INDOOR PLUS: \$1,150 | OUTDOOR: \$350 | OUTDOOR PLUS: \$850

Prize value can be deducted from total cost of sponsorship. Please contact UKC to discuss prize details: \$ _____

I want an additional 5x10 space for half the cost of the regular 10x10 fee (\$325 indoor, \$175 outdoor) \$ _____
Add this price to total

Total Due (vendor booth price + sponsor fee if applicable - approved prize donation retail value) \$ _____

► Check Credit Card Credit Card #: _____ Exp. Date: ____/____/____
 Name on Card: _____ Cardholder address if different than above: _____

I understand the information provided, agree to the terms above, and authorize the payment of a booth space and sponsorship fees if applicable for UKC's 2021 Premier event.

► Signature: _____