

Delivering Innovating Competitions and Event Management to the highest level in the Canine world

# SPONSORSHIP OPPORTUNITIES

2024 - 2025



**Rover Promotions**

[www.rover-promotions.co.uk](http://www.rover-promotions.co.uk)  
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# WHY CONSIDER AGILITY?

- Agility is a sport that requires speed, efficiency and consistency from both dog and handler to achieve success at the highest level.
- Agility is a sport for all the family whether watching or competing and above all, IT'S AFFORDABLE TO SPONSOR and offers a great return on your investment.
- Agility is a sport where uniquely men, women and children of all ages compete against each other on equal terms. Its popularity continues to grow annually and is one of the fastest growing animal sports.
- Agility celebrates a unique bond between handler and dog and encourages them both to be fit and active.
- Agility is a growing international sport with clubs across Europe, South Africa, USA and further afield in Japan and New Zealand.
- The UK authority, The Kennel Club has over 2,000 registered Canine Clubs, with 400 specialised Agility training clubs\*.

\*Information from the UK Kennel Club

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# THE SPORT

- Agility was created as special canine attraction at Crufts in 1978 and has developed into a worldwide sport which can become a real addiction. It's fun, friendly and keeps handler and dog fit and healthy.
- There are hundreds of licensed Agility Shows held annually, not to mention the numerous unaffiliated events and local competitions. Agility Shows are competitions designed for the enjoyment of the partnerships and appeals to spectators.
- All dogs can take part in Agility; they do not have to be a pedigree or a pure bred dog. Competing dogs are generally registered with the Kennel Club on either the Breed or Activity Register.
- Size does not matter either. There are Agility shows for Large Dogs, Intermediate Dogs, Medium Dogs, Small Dogs each competing at their own size and ability with dog measurers around the country to determine size.
- Ability is split into 7 grades so there are 28 different possible permutations or a combination of several grades per class.

# WHY US

- With a number of Kennel Club licensed events throughout each year we are one of the UK's leading Dog Agility organisers affiliated to the English Kennel Club under the name of Country Shows Agility.
- We welcome competitors from all over the UK and also internationally with competitors joining us from China, Australia, Germany, France and Spain pre pandemic.
- Uniquely we offer more than just an Agility show to our sponsors, competitors and venues alike with the aim of promoting fit and active dogs and handlers, adding to the venue visitor experience.
- Most of our events will take place at high profile UK outdoor events with potentially 100,000 people viewing our Dog Agility competitions increasing your brand awareness within the general public as well as the Dog Agility world.
- We have developed some of the most exciting competitions in Agility as well as unique events including Agility on the Beach and Jump and Drive.
- We have extensive contacts within the Agility world and other dog sports enabling us to offer national competitions to increase your brands name within the Agility and wider world.

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# OPPORTUNITIES

Rover Promotions offers example sponsorship opportunities:

1. National Agility Competition Sponsors – Geographical spread of a bespoke Agility competition with qualifying heats gives the opportunity for media coverage and widens the reach of your investment. Qualifying heats lead into a final at a public venue.
2. Nationwide coverage through class or clear round sponsorship with rosette sponsorship.
3. Title Sponsors of an Event – A whole branded day event with only one sponsor on the schedule, classes and at ringside.
4. Class Sponsor – Class title and awards in your colours.

Each opportunity can be tailored to your budget to achieve maximum return on investment to your company.

Plan this year for next!! Agility arrangements are made at least 8 months ahead for each event so forward planning is critical and financial payments are delayed until the start of the sponsorship.

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# OUR PEDIGREE

- Rover Promotions has enjoyed long and successful sponsorship partnerships with a number of major brands: Agria Pet Insurance, Alpha Feeds, Barbour, Bayer plc, Royal Canin and Skinners Pet Foods.
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- We ran one of the first UK Agility events in 1983; the first of numerous Agility finals in 1984; the first of the Agility Shows with 10 rings. With our 30+ years of proven experience this can only benefit your involvement in the world of Dog Agility.
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- Gatcombe Park hosted the Barbour Jump & Land Rover Drive, The Malvern Autumn Show hosts the Agility Challenge Final and Ouaisne Beach Jersey was our venue for the world first ever Agility On The Beach. Just three, innovative unique events that attracted much public attention to the brands involved.
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- We work closely with all of our partners to create programmes capable of delivering tangible ROI in terms of the branding, product placement and media coverage.

We look forward to talking to you about your involvement within the Agility World.

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