

SPONSORSHIP BENEFITS

The Cat Fanciers' Association is seeking sponsors for this show. With the industry-wide spending power of more than \$27 billion each year in the United States alone, our organized global advertising campaign will bring high visibility and commercial value to your products and services in an ever-expanding international marketplace. Our sponsorship program includes involvement at five levels:

Diamond Sponsor	\$100,000
Platinum Sponsor	75,000
Gold Sponsor	50,000
Silver Sponsor	25,000
Bronze Sponsor	10,000

(The benefits of each sponsorship level will be provided when we contact you or upon inquiry.)

All sponsors will receive the following:

- Sponsor identification in all advertising and press materials related to the show identifying the company as a sponsor.
- Links to all sponsor websites from the official cat show website.
- Corporate logo and sponsorship level printed prominently and placed on all correspondence to cat show exhibitors, vendors, and spectators.
- Ad space in the official show catalog, scaled to the sponsorship level.
- Logo in the entry archway at the Madison Square Garden Expo Center and in other appropriate areas of the show hall.
- Opportunity to demonstrate and distribute samples of materials in the benching area and inside and outside of your booth.
- Opportunity to sponsor a food function that may include speakers, e.g., a hospitality suite, lunch, dinner, or breakfast, with the cost of the function borne by the sponsor.
- Opportunity to run retail promotions utilizing CFA and the event name at the retail level, including recognition of sponsorship.
- Complimentary admission tickets to the event for promotional use.
- Opportunity to develop joint promotions for the show with CFA.



CONTACT INFORMATION

For more information, please contact:

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Visit us on the Internet at www.cfainc.org.

The Cat Fanciers' Association, Inc.

Presents

**CATS! SHOW
NEW YORK**

October 11-12, 2003

The Expo Center @
Madison Square Garden

Sponsorship Proposal



The Spotlight is on CFA in NYC in October 2003



The Cat Fanciers' Association, Inc. (CFA) is the world's largest registry of pedigreed cats. Our breeders, exhibitors, judges, and fans span the globe hosting shows on six continents. For more information about CFA, visit our

Web site at www.cfainc.org.

The objectives of CFA include: Promoting the welfare of all cats and the improvement of their breed; registering pedigreed cats; promulgating rules and guidelines for the management of cat shows; licensing of cat shows held under the rules of this organization; and promoting the interest of breeders and exhibitors of cats. We are leaders in financially supporting and disseminating the latest scientific information on the care and general welfare of cats.

Our 2003 show at Madison Square Garden will place the spotlight on some of the finest pedigreed cats being shown today ~ with representatives from as far away as Asia and Europe and as close as the Big Apple itself. Breeds to be exhibited range from some of the finest examples of America's most popular cat, the Persian, to rare breeds not commonly seen, like the hairless Sphynx and the unusual Chartreux.



The Cat Fanciers' Association will help deliver sponsors' messages to the owners and potential owners of cats ~ both pedigreed and non-pedigreed ~ as part of its global advertising campaign for this show. With over 650 member clubs around the world, the CFA will be supported by a totally integrated, worldwide marketing campaign consisting of direct mail, consumer and trade advertising, public relations, and electronic marketing that will touch six continents, including the Americas, Europe, Australia, Asia, and Africa.

A more concentrated advertising campaign will cover the five New York City Boroughs, Northern New Jersey, Long Island, and Southern Connecticut. In addition to advertising in the local news media, network television coverage is anticipated. Sponsors of this event will be identified in all advertising and press materials related to this show in our global marketing campaign.



Show Goals

- Promote the appreciation of domestic cats as ideal pets and companions
- Promote responsible pet ownership and the welfare of all cats
- Increase public awareness of pedigreed cats, the many breeds that are available, and the sport of their exhibition
- Provide, for viewing, outstanding examples of properly maintained and well-bred cats
- Obtain international media coverage for the show and for cats, pedigreed and otherwise.

Promotional Plan

An estimated \$27 billion was spent within the pet industry in 2000, with projections for continuing steady growth. During times of economic downturn, spending on pets consistently increases dramatically.

Within the pet sector, cats are emerging as the fastest expanding animal product market as the demographics of urbanity and the desire for low maintenance pets expands, while the need for an affectionate, responsive companion remains. The demographics of cat show attendees, shown below, reflect a typical cross section of American pet owners.

Gender:		Age:	
Female	66%	Under 21	10%
Male	34%	21-39	38%
		40-59	42%
Household Size:		60 & Older	10%
One Person	15%		
Two Persons	32%	Education:	
Three+	53%	Some HS	11%
		HS Graduates	30%
Household Income:		Attend College	48%
Under \$30K	39%	Post Graduate	11%
\$30-74,999	50%		
\$75K+	11%		

Junior Showmanship Puts Kids in the Spotlight

The CFA Junior Showmanship program involves young people (ages 8-15) participating in an educational competition, fostering lifelong learning about pedigreed cats, their written standards, and feline health and care, while building self-confidence and healthy sportsmanship.

