



Club Promotional Pack

From Victorian Canine Association Inc
trading as DOGS Victoria

Dear Secretary

Please find following a promotional pack designed to help you promote your club's upcoming shows and events to your community.

Items included are:

- Why promote your club events?
- How to promote your next show
- Marketing tips
- Media release writing tips and template

If you have any suggestions, questions or would like assistance with preparing promotional material for your next event please don't hesitate to contact me by ringing 9788 2509 or by emailing media@dogsvictoria.org.au.

I look forward to working with you as we all move forward to promote dog shows and trials, purebred dogs, DOGS Victoria and all aspects of responsible dog ownership.

Kind Regards

Karen Benson
Marketing Assistant
DOGS Victoria

If you have any further suggestions for this pack, please contact Karen (details above) so they can be added in to future editions of the pack.



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Why promote your club events?

Why promote dog shows, obedience trials and other canine activities to people who are not competing?

The answer is simple: it's an opportunity to showcase the many positive aspects of dog ownership to the general public and to counter-act negative publicity that dogs often receive in the media.

It is an ideal opportunity for consumers to come and talk to the people who really know and understand the positives of owning a dog and the enjoyment the many canine-related sporting activities can bring.

For example, consider local families in the process of choosing their next dog. By attending and all-breeds show they can see a variety of dogs, speak to breeders and fanciers and generally get a good idea of which type of dog will best suit their lifestyle. This helps promote purebred dogs as well as involvement in conformation shows.

There may also be people in your local community who already own a dog and may consider obedience or agility training or competition but do not know how to take the first step.

Engaging local business can also have a positive effect in a number of ways. Firstly it promotes a positive attitude toward those involved in dog sport, and it also allows businesses to gain exposure to those who attend your shows. Potentially they may even consider sponsorship or a vendor arrangement.

Promoting your next event is a positive step toward reinstating dogs as an integral part of people's lives by doing the following:

- Positions your club as a valuable part of the community
- Showcases your discipline as a family sport for all ages
- Encourages friendship and companionship
- Gives people a reason to get outdoors
- Develops positive relationships with local government

For further assistance in promoting your club's next event, contact the DOGS Victoria Marketing Assistant, Karen Benson, on 9788 2509 or media@dogsvictoria.org.au.



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Councils, Vendors and Local Identity

Some clubs are losing access to venues and having to hold shows or trials in locations that are not easy to access and will not attract any passers-by to stop by and see what is going on.

Some all-breed clubs are also losing a local identity because they are unable to hold their show in the same location as their club name. But how do you get your local council on board?

If you are holding your show or trial at a location that you would like to keep in future, start now to protect it. Send a club member around to local businesses the weekend before, the weekend of and the weekend after the show to ask them how much business came in during the show weekend as compared to the others. This should include supermarkets, petrol stations and certainly hotels or motels.

Once you have this information (and assuming there was a significant increase in trade during the show weekend) you can take it to council to show how the community is benefiting from the dog show being held there. This will also alert the business owners as to why they are seeing an increase so that they will also be keen to help you keep dog shows in that location.

Also, please submit this data to the office so we can provide it to other clubs.

This information can also be used when approaching potential vendors to attend your show or trial. If they can see that exhibitors are willing to spend some money, then they will be more likely to attend. Holding your show in conjunction with a market or swap meet is also a great way to achieve this goal and really get the community involved.

If you arrange vendors several weeks prior to the show, you can mention them in your publicity. This is another great way to get members of the general public to come to your show – they can look at dogs and do some shopping at the same time.

If you are not currently able to hold your show where you like, contact the office to access the data collected by other clubs as above and use that as an example of how dog shows or trials can benefit other communities. This will help your council see the potential income a dog show can bring.



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If your all-breeds club holds shows at KCC Park or Bulla then the best way to keep your local identity is to bring your community to the venue.

All of these ideas go hand-in-hand with promoting your show to local media. People need to be aware of the event before they would consider attending. This is not specific to these venues only; these suggestions can also be used at other locations.

Several suggestions on how to do this include:

- Ask local schools if you can bring one or two polite dogs in to meet the students. Have a colouring competition the students complete on the day and then have the entries on display at the show. Announce the winner/s at lunch time, during general specials or even wait until the end of the show (must be present) and provide them with a small prize.
 - Colouring in pages can be obtained from the office as can a limited number of small prizes
- If you don't have any lunch time activities planned, ask your local agility or obedience club to put on a short demonstration during the break. This is a great drawcard for families. Better still, see if any of your club members participate in these or other events and have them put on a demonstration so the public can see that purebred show dogs are more than just a pretty face.
- Ask a local vet or microchipping company to attend your show and offer microchipping services to club members as well as members of the public. Be sure your publicity politely asks that anyone bringing their dog along for microchipping keeps it on a lead at all times and does not distract the competitors.
- Ask a local vet to attend your show and offer a wellness clinic. This could just be for competitors or could also be for members of the public. This could include the necessary tools to check dogs' weight, temperature and heart rate, a quick once-over or the vet could even have some basic first aid equipment on hand.



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Tips To Promote Your Next Show

1. Notify local Council as early as possible about your show and ask them to include it in their online calendar of events and also printed materials if possible.
2. Create a simple A4 poster promoting your event and ask to post it in public places such as shopping centres, local schools and veterinary clinics.
3. Ring or email local radio stations and ask them to mention your event in their “what’s on” section, and have a club member available for on-air interviews.
4. Contact your local paper and ask them to include the event in their community calendar.
5. To increase interest from local newspapers, radio and maybe even TV, write up brief but interesting media release with a great story angle. (see below)

Be sure to note that the event is free to attend!

Media Release Tips

- Make it interesting - don't just talk about the show, focus on one specific and interesting aspect.
 - Anything that is a “first” – puppy’s first show, handler’s first time handling a different breed, child’s first junior handlers, etc.
 - Rare breeds that will be shown
 - Local celebrities who will be attending or showing
- Make it simple – you are writing for a “general audience” so avoid acronyms, jargons and unnecessary information (e.g. they don't care when entries close)
- Make it visual – send as many photos as possible, especially if you are talking about rare breeds with which people may not be familiar
- Make it easy for them to follow up – you may want to consider appointing a club publicity officer who can answer any further questions. Include a name and at least one phone number or email address with your release. If you have members willing to be interviewed or have photos taken of them and/or their dog, include their contact details as well.
- Make it short and sweet – one page maximum

See the sample media release, following, for an example.



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SAMPLE MEDIA RELEASE

YOUR CLUB LETTERHEAD AND LOGO (Don't forget contact details)

DATE

TITLE – MAKE IT CATCHY AND INTERESTING

SUBTITLE (OPTIONAL) – Explains title further or provides extra info

Text – keep it to one page or less

Additional information – this can go onto a second page if necessary

EXAMPLE

21 July 2009
RARE BREEDS DOG SHOW
Sunday, 26 July, State Dog Centre

The Upcoming Utility Dog Club's Rare Breeds Show will feature fifteen breeds rarely seen in Australia including the Portuguese Water Dog, the breed chosen by US President Obama and his family as the new "first puppy".

Other famous rare breeds in this group include the Dogue De Bordeaux, the breed of Turner from the blockbuster 80s film Turner and Hooch; and the Neapolitan Mastiff, the breed of Hagrid's dog, Fang, in the Harry Potter films.

More familiar breeds from the Utility category will also be on shown that day including Malamutes, Huskies, Dobermann, Rottweilers, Boxers, Samoyeds and Mastiffs.

Please join us for this show if you are currently looking for a puppy, would like more information on any of the breeds or just want to see some big, beautiful dogs strut their stuff in the show ring. Judging begins at 9:00am. The show is free to attend.

The State Dog Centre, KCC Park, is located at 655 Western Port Highway in Skye, Victoria. The Melways reference is 128 J12.

UTILITY DOG BREEDS

Anatolian Shepherd Dog*
Bernese Mountain Dog
Black Russian Terrier*
Boxer
Bullmastiff
Canadian Eskimo Dog*
Central Asian Shepherd
Dog*
Dobermann
Dogue de Bordeaux*

German Pinscher*
Italian Corso Dog*
Kangal Dog*
Leonberger*
Mastiff
Neapolitan Mastiff*
Newfoundland
Portuguese Water Dog*
Pyrenean Mastiff*
Pyrenean Mountain Dog*

Rottweiler
Samoyed
Schnauzer
Shiba Inu*
Siberian Husky
Spanish Mastiff*
St Bernard
Tibetan Mastiff*
*rare breeds



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Marketing Tips for your club

From the fortnightly e-newsletter "At a Glance". To subscribe, email Karen on media@dogsvictoria.org.au.

Marketing Tip 1

A revised edition of the DOGS Victoria new and potential dog owner's booklet has now been completed and published. It contains articles on choosing and buying a puppy, general canine health and the many activities available through DOGS Victoria.

Copies of this booklet are available from the office. If your club has an upcoming event and would like to distribute these booklets, please stop by KCC Park or contact the office. An electronic version of this booklet can also be accessed from the DOGS Victoria home page. Please feel free to link to it from your club's own website.

Marketing Tip 2

To rekindle interest in your breed club from lapsed members, send an invitation to your next show.

- Consider offering new and fun classes at shows. These do not have to be competitive and could rekindle interest, e.g. "best neutered" or "best veteran".
- Non competitive puppy classes and new owner sweepstakes are a great way to attract recent puppy buyers.
- A quick flip through the Gazette will give you some additional ideas.

Marketing Tip 3

Help puppy buyers stay involved with your club by helping them fall in love with the sport of dog in the same way you have. You might want to consider offering free conformation lessons or waive the entry fee for the first show or two in which they compete.

When members attend their first event, make sure they feel welcome. Make a point to greet them when they arrive and explain everything that's happening. You could even offer a special class for "First Time Handlers". Regardless of whether their puppy places, if they have an enjoyable day they'll come back for more!

Marketing Tip 4

Ensure your club's details are correct on online dog-related publications such as the Pet Directory at www.petdirectory.com.au and Dogz Online at www.dogzonline.com.au.

Also check your club's listing on the DOGS Victoria website at www.dogsvictoria.org.au. Please be sure to update your club contact details including puppy or rescue officers. Clubs are also responsible for their own profile and event information so please update that regularly. If you do not know your club username and password please contact the office.



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Marketing Tip 5

If your club maintains an independent website, make sure your DOGS Victoria club profile includes a link to it. You can do this yourself next time you log in to update your club's profile. If your club does not have its own website, then why not take advantage of your DOGS Victoria club profile? You can add information about your breed, photos, show and trial schedules and results.

Marketing Tip 6

When your club is planning an event (be it a show, trial, BBQ or social dog walk), make sure to notify your local council and newspapers. Most Councils will place a listing of the event in the calendar section of their website. Many local newspapers also maintain a small "What's On" section where they will list your event. These free, simple services are a great way to promote social, family-friendly events and expose your club to a new audience.

Marketing Tip 7

Following your next show or trial, be sure to submit photos of the winners and a typed document with their details as soon as possible for inclusion in the DOGS Victoria magazine.

If your club or group holds any other type of event, the office would still love to publish photos and a follow up story so please do send those in, too. Maybe your great fun day idea will inspire another club to hold something similar, creating even more opportunities to show off purebred dogs and the sports in which they compete.

Contact Janet Davidson for photo and text specifications.

Marketing Tip 8

The office has puppy packs available to help breeders promote DOGS Victoria and the many dog-related disciplines. We encourage all breeders to take advantage of this new initiative as you are the primary link between DOGS Victoria and non-members with purebred puppies.

Marketing Tip 9

If your club maintains a facebook page, be sure to let us know so that we can link to it from ours. The DOGS Victoria facebook page can be found at www.facebook.com/dogsvictoria. For assistance in setting up a page for your club, please contact Karen.

Contact Information

DOGS Victoria office – 9788 2500 or office@dogsvictoria.org.au

Janet Davidson – 9788 2505 or jdavidson@dogsvictoria.org.au

Karen Benson – 9788 2509 or media@dogsvictoria.org.au