



Sponsorship Opportunity Outline

nasda.dog

EVENTS COVERED

5th Annual NASDA Invitational Championship

NASDA Canadian Regional Championship

NASDA 10th Anniversary Year (2026)

*NASDA IS AN INCLUSIVE
ORGANIZATION WELCOMING
DOGS AND HANDLERS OF ALL
BREEDS, BACKGROUNDS,
AND ABILITIES.*

1,700

NASDA Events
in 2025

4,000+

Teams Competed in
NASDA in 2025

25%

Projected Growth
in 2026



SPONSORSHIP TIERS

OVERVIEW

HIGHEST
VISIBILITY

CHAMPIONSHIP EVENT SPONSOR

Sponsorship Levels:
\$1,000 · \$2,500 · \$5,000

(Three separate products with identical benefits)

Purpose:

- Supports championship awards, infrastructure, and exhibitor experience

Sponsor Recognition:

- **Podium backdrop banner placement**
- Featured in **all official event and winner photos**
- Additional banner placement across event site and sponsored search areas
- Flyers, coupons, or business cards included in **all competitor bags**
- NASDA **social media recognition** (as applicable)
- Sponsor branding in official event photography
- Sponsor-supplied **high-quality** digital image used for green screen photo booth

MOST
POPULAR

CLASS SPONSOR

\$500 per Class

Available Classes:

- Urban Locating
- Trailing & Locating
- Lost Item Recovery
- Shed Dog
- Junior Handling

Purpose:

- Supports ribbons and awards for an entire class, including **Showcase rounds where applicable.**

Sponsor Recognition :

- Reserved **front podium banner placement** during class awards
- Included in **class and win photos**
- Banner placement within or near the sponsored search area
- Inclusion of flyers, coupons, or business cards in competitor bags
- NASDA social media recognition
- Sponsor image may be used in official photography / green screen assets

CHAMPIONSHIP ROUNDS SPONSOR

\$300 per Class

Available Classes:

- Urban Locating
- Trailing & Locating
- Lost Item Recovery
- Shed Dog
- Junior Handling
- Versatility

Purpose:

- Supports ribbons and awards for teams advancing through **Semi-Final and Final rounds.**

Sponsor Recognition :

- **Podium banner placement** during Championship Round awards
- Included in Semi-Final and Final round photos
- Banner placement in sponsored search areas (where applicable)
- Inclusion of flyers, coupons, or business cards in competitor bags
- NASDA social media recognition

SPOTLIGHT AWARD SPONSOR

Single Award Sponsorship
Price set separately

Award Examples:

- Highest Scoring Dog of a Specific Breed
- Oldest Dog Competing
- Youngest Dog Competing
- Most Determined Team
- Other creative recognitions approved by the Event Committee

Purpose:

- Supports special recognition awards that celebrate memorable, meaningful, or fun achievements.
- **Spotlight Awards are non-competitive and do not affect rankings.**

Sponsor Recognition :

- Verbal recognition during award presentation
- Listing in the official event program
- NASDA social media recognition (as applicable)