

## JOCK Sponsorship Request Form 2023

Please complete the information required below and write a motivation. Submit to JOCK Marketing – [cathy.terblanche@afriquepetfood.com](mailto:cathy.terblanche@afriquepetfood.com)

Name of Club or Charity Organisation:		
Name of contact person:		
Email address:		
Contact number:		
Number of members (applicable to Clubs):		
Names of committee members (applicable to Clubs):		
Number of shows/events annually:		
Name of Shows/Events requesting JOCK Sponsorship:		
Dates of Shows/Events requesting JOCK sponsorship:		
Classes and disciplines requesting sponsorship for (applicable to Clubs):		

**Sponsorship Request Motivation**

(Please include the following in your request for sponsorship)

- How would JOCK benefit from sponsoring your events other than brand visibility?
- Why do you want JOCK to sponsor your events?
- How many of your committee and club members feed JOCK?
- Have your club or show/events ever received sponsorship from JOCK?

## Terms & Conditions of Sponsorship:

- JOCK will be the sole pet food sponsor of your event.
- Advocate JOCK as their brand of choice.
- Allocate a section in their newsletter for an advert.
- All rosettes to be branded JOCK.
- We will provide the necessary branding – gazebo's, bunting, flags etc. This must be collected (as arranged with JOCK) and returned within the week after the event (subject to availability of branding equipment).
- Clubs are responsible for collecting branding and prizes at a designated location.
- Branding must be displayed prominently at the show for maximum exposure.
- We require the club to set up our branding at the show/event as well as the gazebo for our representative.
- We require that your club provide a table and chair for our representative, as well as refreshments.
- Our sponsorship role will be conveyed to all concerned including announcements over PA system.
- Please ensure that all prizes are only allocated as per the prize list and also that the responsible parties understand how the prizes should be allocated.
- Any prizes not allocated must be returned along with the branding equipment to designated location. The JOCK representative must receive an email of the stock returned and if any branding equipment has been damaged or broken.
- All advertising of the show and any newsletters created for this purpose will contain JOCK's branding. Please obtain any necessary information from your JOCK representative. All schedules and advertising material should be sent to JOCK for approval.
- All show photographs should be taken in front of the necessary and well displayed JOCK branding material. Copies of these photos are to be sent to your JOCK representative for use on our website etc.
- A free copy of your catalogue for our records will be appreciated.
- A list of club members would also be appreciated and treated confidentially.

I confirm that I am authorized to sign on behalf of the Club/Organisation and its members and that the club will adhere to the terms and conditions stipulated.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Contact number \_\_\_\_\_

Email address \_\_\_\_\_

**Please return this form to JOCK marketing –**  
[cathy.terblanche@afriquepetfood.com](mailto:cathy.terblanche@afriquepetfood.com)