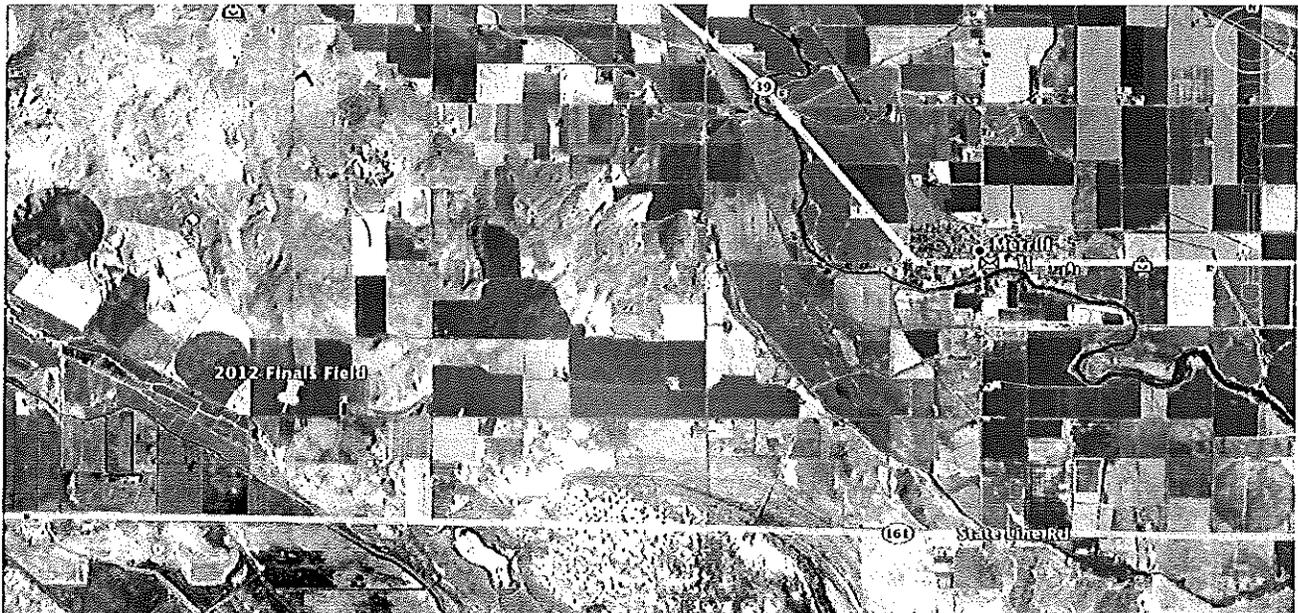


2012 National Sheepdog Finals
September 25-30, 2012
Runaway Farm, Lower Klamath Lake Road
West of Merrill, Oregon
Klamath County

Hosted by:
Klamath Basin Stockdog Assn., Inc.
United States Border Collie Handlers Assn.
American Border Collie Assn.



TOURISM GRANT APPLICATION

Organization Applying: Klamath Basin Stockdog Assn., Inc.
 Address: 35350 Highway 50
 City, State, Zip: Malin, OR 97632
 Contact Person: Geri Byrne
 Phone Number: 541-891-7518
 Tax ID # or SSN: 68-0395960
 Email Address: geri@sheepdogfinals.org
 Web Site Address: www.sheepdogfinals.org
 Title of Project: 2012 National Sheepdog Finals

Brief Description of Project: The 2012 NATIONAL SHEEPDOG FINALS will be held September 25 thru 30. Each year the United States Border Collie Handlers Association and the American Border Collie Association sponsor the National Sheepdog Finals, somewhere in the U.S. or Canada. 2012 will see the event once again in Klamath County. This trial showcases the top 150 dogs and approximately 75 Nursery dogs in North America who compete for the title of National Sheepdog Champion. Each dog has to qualify for the right to compete in this Championship Trial. The handlers and their dogs work hard all year long, training and traveling hundreds of miles to numerous trials, gaining enough points to qualify their dog to compete in the National Finals. Each dog will arrive in Klamath Falls as a Champion, and once in Klamath Falls, they will face their toughest challenge yet. Spectators from all over the U.S. and Canada mark this week on their calendars and many travel thousands of miles to attend. In addition to the sheepdog trial, there will be numerous other attractions including shearing demos, spinning and weaving, a terrific trade show and great food.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Geri Byrne Date 3/29/11

Signature of Board Chair _____ Date _____

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request		10000			
Cash Match -					
Source: USBCHA	5000				
Source: Funds on hand	3000				
Source: May Benefit Trial	2000				
Total Cash Match	10000	-	-	-	
Other Funding Sources:					
Source: Please see attached					
Budget		68000			
Source:					
Total Other Funding Sources	-	-		-	
Total Projected Revenue	-	-	88000	-	
EXPENSES					
Advertising					
Print		6255			
Web		500			
Other Internet		2500			
Other		2140			
Total Advertising	-	-	11395	-	
Printing		13045			
Postage					
Misc/Other (Explanation Req'd):					
Other: Please see attached					
Budget			62905		
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	-	-	87345	-	
Net Projected Income<Expense>	-	-	655	-	

NOTES

Do not include any items listed on Page 3 of the application as not eligible
Be as specific as possible; provide explanation to help clarify budget items
Use the "Actual" column when preparing your final report; submit this form with the final report
Use additional space or lines if necessary to provide complete information

**2012 USBCHA FINALS BUDGET
KBSDA**

INCOME

Advertising	6500
Sponsorship	3000
Resale Items	15000
USBCHA sanction fees	5000
USBCHA Reimburse	10,000 sheep and setout
Tickets	7500
VIP Passes	22000
Painting and calcutta	2000
Benefit Trials	2000
Tourism Grant	10000
Tax deductible donations promised	3000
Trade Show Income	1500
Misc	500
	\$88,000.00

EXPENSES

		Items in yellow dependent on tourism grant	
Advertising Local	2400	Tentative Advertising Budget:	
Advertising out of area	6755	Bend Radio	1500
Signs, Posters, Placemats, Table Designs	2900	Medford Radio	1000
Catalog	6800	Redding Radio	1500
Online catlaog	2500	NNB Broadcasters	2400
Flyer Design, print insert	6340	Northwest Travel	895
Banking	200	Capital Press	800
Cost Resale Items	11000	American Sheep Ir	560
Insurance	850	Facebook Ads	500
Tents	5000		\$ 9,155.00
Food for Crew	1500		
Hospitality Tent food	1000	Flyers Distributed:	
Porta Potties	2000	Medford Mail Tribune	
Bleachers, tables, etc	1000	Capital Press	
PA	2000	Herald and News	
Office Supplies	400		
Setout/Announcer/Electrician	6000	Catalog Distributed:	
Postage	400	Locally as well as all over	
Fencing	1500	the western states by trialers	
Parking/Clean Up	700		
Spray for mosquitoes	500		
Water Truck	500		
Taxes	10		
Field	3000		
Sheep expense	14000		
Hay	2500		
Fuel	600		
Electricity	350		
Web page	200		
Dumpster	550		
Water	390		
Gate help	500		
Photographer incl VIP photos	2500		
Misc	500		
	\$87,345.00		

Net \$655.00

DATE: 1/20/12
CONTACT: 2012 National Sheepdog Trials
ATTENTION: Geri Byrn
PROJECT: 2012 National Sheepdog Trials
DESIGNS/ADVERTISING/MARKETING



CATALOG - DESIGN/LAYOUT

Z Designs and Production, Inc. will design and layout, as well as print, the 2012 National Sheepdog Trials Catalog which will list the complete schedule of events, entrants, sponsors, informative articles, vendors and pedigrees. Z Designs will print a total of 5,000# Catalogs. Catalog will also be posted, in its entirety, online at designated website(s).

6" x 9.5", Full Color Glossy Cover with newsprint interior\$6,800.00
(Up to 72 total pages. Additional charges will be incurred if publication is larger than 72 pages.)
Online Catalog site creation/upload.....\$2,500.00

CATALOG - SPONSORSHIP SALES

Z Designs will assist with selling catalog advertising and sponsorship packages, collecting 20% of all advertising gross sales. All collection of invoices will be handled by Z Designs. Client will be reimbursed remaining 80% of catalog gross sales.

FLYER DESIGN/PRINTING/INSERTION

Z Designs agrees to design and print 50,000#, full-color flyers. Flyers will be 8 1/2" X 11", printed on 100lb. gloss book stock. Client to determine date of distribution/insertion in local and regional newspapers and publications. Cost of shipping not included in budget.

8.5" x 11", 2-Sided Full Color Glossy\$4,200.00
H&N Insertion (Sunday #16,000).....\$1,020.00
Mail Tribune Insertion (Sunday #27,041).....\$1,120.00
7,000# remaining for individual, local distribution

PLACEMATS & TABLE TENTS DESIGN/PRINTING

Z Designs agrees to design and print 8,000#, 9.5" x 13.5", one-color placemats to be distributed locally at various restaurants. Z Designs will also produce 250# one-color table-tents to be distributed at restaurants and local stores.

Placemat & Table Tent Printing\$1275.00

POSTER DESIGN/PRINTING

Z Designs agrees to design and print 350#, 11" x 17", full-color posters on posterboard for distribution.

11" x 17" Full-Color Posters\$770.00

SALE MARKETING/ADVERTISING

Additional Z Designs & Production, Inc. can handle all advertising and marketing. Advertising will not exceed determined budget set forth by Committee. A fee of \$950.00 will be included in budget, payable to Z Designs, to cover costs of time, design, layout, coordination and placement of all advertising. Advertising will be placed throughout the Northwest and Country in local and regional, designated publications. Costs on proposed advertising schedule are subject to change based on publication rate increases. Client will be notified of any increases prior to advertising in publication. Complete advertising schedule to be determined at request of Client.

General Work Agreement

Upon acceptance of this agreement, Z Designs & Production, Inc. will complete production. A 50%, non-refundable deposit of design, and material costs estimated in proposal is required to begin production. The balance of design and production cost is due upon completion of project and prior to delivery to the client/printer. Original designs created by Z Designs & Production, Inc. cannot be reproduced and/or changed in any way without the written consent of Z Designs & Production, Inc. prior to full payment of project. Z Designs & Production, Inc. is not responsible for any additional charges incurred due to client changes above and beyond this proposal.

Accepted: _____ Date: _____

7529 booth road, klamath falls, oregon 97603
 541/850.1813 • fax 541/850.9698 • email: zdesigns@charter.net • www.zdesignsproduction.com

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?

To increase attendance at this premier herding event. The event has been held in Klamath County four times before. In the past it has attracted between 3000 and 7000 people to the community. Sheepdog trials in Colorado and Utah have seen attendance of over 20,000 people and our hope is to build our event to that level of attendance in the future. We wish to extend our marketing efforts to a larger western area, bringing more people to the community. This would especially benefit the outlying area of Merrill as the event will be on Lower Klamath Lake Road, west of Merrill. The main support services such as motels, restaurants and groceries will be in Klamath Falls.

2. What are the project activities?

In addition to our local advertising budget, we wish to extend our marketing reach to the Rogue Valley, the Willamette Valley, the Portland area, Northern California and Western Nevada. In previous years, newspapers in all these areas have carried articles on the event both prior to and during the event. We will continue to do press releases and send press kits to these areas but we want to do both radio and print advertising in these population rich areas.

3. When will the project occur? How long will it last?

The event takes place September 25-30, 2012. We will start our promotion campaign in March and our paid advertising will begin in July. We will also be using our web page at <http://www.nationalsheepdogfinals.org>, Facebook, Twitter, our own blog at <http://sheepdogfinals.org/wordpress/2012-finals-blog/> and YouTube videos to promote the event.

4. Who is the target market? What is your strategy for reaching the target market?

The target market is dog lovers of all kinds. We will use interest-specific publications, newspapers, web and radio advertising, social media marketing (Facebook, You Tube, etc.), press releases and media kits including striking photos and information on the event featuring information about handlers from the target areas who will be competing in the event.

Project Goals:

5. How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?

There will be approximately 100 participants and 100 volunteers and staff plus their families and friends coming to the event from outside the area. Approximately 75% of those will be staying in local motels. Our ultimate goal will be to increase our regular attendance to over 10,000. In 2009, we set a goal of 3000 which we met. In 2012 we hope to attract 5000-plus attendees. By improving the out-of-area marketing we expect to meet our goal for this year and lay the foundation for future growth of this event. We will track this info through room bookings, on-site surveys and gate receipts.

6. How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure?

We are looking to partner with tour companies bringing people to the area for not only the National Sheepdog Finals but for enjoying our local natural wonders such as Crater Lake and the Wildlife Refuges.

In the long-term, we plan to bring the event back to the Klamath Basin every third year (it rotates around the country). We wish to showcase the natural beauty of the area and the friendliness of the people.

In addition, past national Sheepdog Finals have drawn people to the Basin to come back and visit at different times. We have drawn a number of dog lovers to either move here or come back and visit often as we have a great dog community here.

QUALIFICATIONS OF APPLICANT

7. Describe your organization.

Klamath Basin Stockdog Assn., Inc was formed in 1997 and produced the first National Sheepdog Finals ever held on the west coast. Since that time we have hosted the 2000 and 2005 Western States Regional Championship Sheepdog Finals as well as the National Sheepdog Finals in 2001, 2006 and 2009. The committee consists of Geri Byrne (Tulelake), Amy Coapman (Montague), Marty and Lana Rowley (Malin), Lora Withnell (Salem) and Shauna Wilson (Yreka). We work closely with and support charities in Klamath County. In 2009 we raised money for the local Cancer Treatment Center, having a 'Tough Enough to Wear Pink' day

and donating money raised through various events that day to the Klamath Falls Cancer Treatment Center. We are in the process of choosing a charity to partner with for 2012.

8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?

The four previous National Sheepdog Finals plus the two Western States Regional Championship Sheepdog Finals brought as many as 6,000 participants and spectators to the county from all over the U.S. and Canada. In the past, we have even had attendees from the U.K. We are experienced at organizing these events and promoting them. Our organization works with the chamber of commerce, local businesses and tourism groups to extensively promote the event.

In addition to organizing these large sheepdog events, members on our committee have organized and promoted a state Babe Ruth Tournament, a successful Tough Enough to Wear Pink Cowdog Trial, worked on the 2002 National Cowdog Finals, serve on the Tulelake-Butte Valley Fair Board and run successful businesses.

We have hired Z Designs of Klamath Falls to help with advertising and promotion. Z Designs has been very successful in promoting other large events in the area.

MARKETING PLANS

9. Describe specifically how you will market the event to visitors.

Press releases, posters, press kits, internet and social media marketing, print and radio advertising will all be used to promote the event. Z Designs will be producing an event program which will be distributed prior to and during the event to promote attendance and will include information on local lodging, restaurants and businesses as well as things to see and do in Klamath County. This program will be distributed throughout Oregon, Nevada and California. In addition, they will produce 50,000 flyers with distribution in regional newspapers and publications.

We will have several YouTube videos promoting the event. An active blog, web page and facebook presence will also encourage visitors to attend.

10. How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales. (Be specific)

Gate attendance, dog sponsorship sales and money spent at the event will be used to measure our success. We will also work with local motels and hotels to monitor room bookings.

11. If your project is already underway explain how this grant will increase your likelihood of success.

The additional money will allow us to leverage our marketing and promotion efforts to attract more visitors to the area. These visitors will be mixed between participants and spectators. Our goal is to attract a much larger spectator base than in years past, through an improved presence, in publications and web sites that appeal to people interested in events of this type.

12. Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

We have over 100 volunteers who help put on this event. Only the judges and the people setting out the sheep are paid. The value of our volunteers is worth approximately \$8,000. In past years we have received in-kind donations valued at approximately \$7,500 from local businesses.

Attached you will find signatures from some of the local businesses who support our event.

We, the following businesses, would like to show our support for the National Sheepdog Finals being held September 25-30, 2012. We encourage Klamath County to fund the tourism grant being applied for by the Klamath Basin Stockdog Association, Inc. to help promote this prestigious event. This event is held every three years and brings a large number of people and economic activity to our area.

Business Name

Signature

Merrill Lumber Co

Jon Ongman

A.V.M Shell

Garland DeLay

Ranch Dog Resort

[Signature]

Smyley Smith Studios

[Signature]

Martin's Food Center

Martin Pecke

POLIAN BEAR

Shirley

Floyd A. Boyd Co

Donald C. Boyd

BASIN FERTILIZER + CHEMICAL Co

[Signature]

LES SCHWARTZ TIRE CENTER

[Signature]

StateLine Parts Supply-Napa

Pammy Sites

ED SteenB + Sons

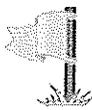
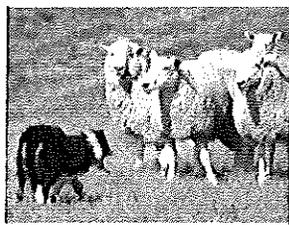
[Signature]

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Business Name

Signature

<u>Poppy Sander & Co.</u>	<u></u>
<u>R & J Auto Repair</u>	<u>Rockney Green</u>
<u>R & J Auto Repair</u>	<u>Shaun Green</u>
<u>PMS Candy & Coffee</u>	<u>Bayler Thompson</u>
<u>The Flower Spot</u>	<u>Bayler Thompson</u>
<u>Tater Flower Patch Quilts</u>	<u>Diane D. Phoen</u>
<u>County Cork</u>	<u>Daily Lumber</u>
<u>Wildgoose Goose Lodge</u>	<u>Joanne Powell</u>
<u>Silver Hearts ^{Talosulmxiuna}</u>	<u>Julie H</u>
<u>Malin Country Diner</u>	<u>Debbie Lopez</u>
<u>Papa Tangs Inc</u>	<u>Maria Newer</u>
<u> </u>	<u> </u>



Coming Soon: New Facebook Pages

On March 30, 2012, all Facebook Pages will get a new design. Preview your page now to see what it looks like and try out the new features.

See a list of all your Facebook Pages

Preview Learn More

- Wall
- Hidden Posts
- Info
- Friend Activity (1+)
- Insights
- Photos
- EDIT

About Edit

The 2012 USBCA National Finals will be in Klamath Falls, OR -- September 2...

More

190

like this

121

talking about this

2012 National Sheepdog Finals

Liked

Farming/Agriculture Edit Info



Wall

2012 National Sheepdog Finals - Everyone (Top Posts)

Share: Status Photo Link Video Question

Write something...



2012 National Sheepdog Finals New finals blog post is up!



Bob and Nancy Stephens -- Kamloops, BC, Canada | 2012 National Sheepdog Finals sheepdogfinals.org

I have been trialling for approximately 20 years having started my trialling on cattle originally. I purchased a dog from my neighbour, Dave Ellison who had imported a stud dog out of Bobby Dalziel's Wisp named Jim. He had turned out to be quite a dog and I was interested in a litter from a very s...

120 People Reached · 11 People Talking About This

Like · Comment · Share · March 22 at 11:08am

11 people like this.

1 share

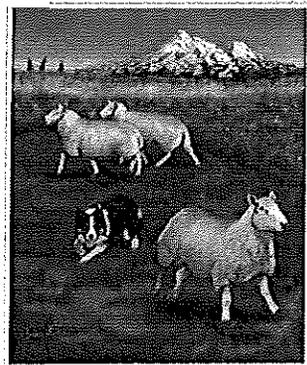


Narita Siegel He was on the BC forum; great advice. March 22 at 11:11am · Like

Write a comment...



2012 National Sheepdog Finals Thank you Tierney Graham for the beautiful artwork for the finals!



264 People Reached · 103 People Talking About This

Like · Comment · Share · March 20 at 3:50pm

Like

Page Tips

Next



Choose your custom URL Claim a personalized web address for your page.

Admins (2)

See All



Use Facebook as 2012 National Sheepdog Finals

Notifications 9

Promote with an Ad

View old Insights

Invite Friends

Invite Email Contacts

You and 2012 National Sheepdog Finals



84 friends like this.

Sponsored

Create an Ad

Best Foods



Best Foods® Parmesan Crusted Chicken has 4 simple ingredients. So easy! So delicious!

Like · Joan Smith Freeman likes this.

California Farm Water Coalition



Spring is here! Keep water flowing to California farmers by supporting CFWC and remember- "Food Grows Where Water Flows"

Like · Ned Coe likes this.

Scott Brown



Chris Christle stands with Scott Brown, will you? Click "Like" to show your support.

Like · Doug LaMalfa likes this.

NYSE Euronext

2012 National Sheepdog Finals

September 25th – 30th, 2012 — Klamath Falls, OR

HOME

PARTICIPATE

SPONSORSHIP

VISIT

RESULTS

LIVE WEBCAST

ABOUT THE FINALS

2012 FINALS BLOG



The 2012 National Sheepdog Finals will return to Klamath Falls, Oregon September 25-30, 2012. This exciting event has previously been held in the Klamath Falls area in 1997, 2001, 2006 and 2009. This is the 'Olympics' of sheepdog trialing where you will see the best of the best dogs and handlers from across North America compete for the coveted title of National Champion.

The top 150 dogs from all across North America will compete over 6 days to select the best dog in North America. In addition, the top Nursery dogs (dogs under 3 years of age) will be competing on an adjacent field for the title of Nursery Champion.

In addition to the sheepdog trial, there will be many other activities including cow dog demonstrations, spinning and weaving, a western trade show and entertainment.

Share Tweet: 5

NEWS & ANNOUNCEMENTS

9/29/2011 – Want to volunteer? Click on the "Participate" link at the top of the page and choose "Volunteers" to sign up!! 9/1/2011 – Chuck and Lyn Bury will once again open up their beautiful ranch on Lower Klamath lake Road for the 2012 Finals.

DOG SPONSORS ARE VIPS AT THE FINALS!

Sponsor a dog and you receive a VIP pass for the event. It includes admission to the entire event, VIP parking, access to the hosted handler tent and a free sponsor cap. Click the Sponsorship tab for more information.

RECENT POSTS

- Bob and Nancy Stephens — Kamloops, BC, Canada
- Featured Handler: Dianne Deal
- Welcome the 2012 Finals Blog Author: Erin O'Brien
- Photographers! Put in a bid to be the 2012 Finals Photographer!
- Sponsor or donate to the Finals online!

FIND US ON FACEBOOK



2012 National Sheepdog Finals on Facebook

Like 190



2012 National Sheepdog Finals New finals blog post is up!



Bob and Nancy

Search

RECENT 2012 FINALS TWEETS

Error: Twitter did not respond. Please wait a few minutes and refresh this page.

SPONSORS

Become a Sponsor of the 2012 USBCHA National Sheepdog Finals in Klamath Falls, OR and have your logo and link displayed here!

USBCHA



ABCA



2012 National Sheepdog Finals

September 25th – 30th, 2012 — Klamath Falls, OR

[HOME](#) [PARTICIPATE](#) [SPONSORSHIP](#) [VISIT](#) [RESULTS](#) [LIVE WEBCAST](#) [ABOUT THE FINALS](#) [2012 FINALS BLOG](#)



Bob and Nancy Stephens — Kamloops, BC, Canada

Posted on March 22, 2012 | [Leave a comment](#)

I have been trialling for approximately 20 years having started my trialling on cattle originally. I purchased a dog from my neighbour, Dave Ellison who had imported a stud dog out of Bobby Dalziel's Wisp named Jim. He had turned out to be quite a dog and I was interested in a litter from a very strong bitch to which he had been bred. This turned out to be my Del'mar Turk who was a very strong dog and, probably more suited to cattle than sheep. However, I persevered with him and eventually was able to run on sheep with him. He is the foundation stud of our kennel, RMS Border Collies.

I am a former Service Dog handler with the RCMP and have worked with dogs of one type or another most of my life. When I left the RCMP, I had always wanted to have another working dog and the stock dogs were pretty well the only type of working dog that interested me.

RECENT 2012 FINALS TWEETS

Error: Twitter did not respond. Please wait a few minutes and refresh this page.

SPONSORS

Become a Sponsor of the 2012 USBCHA National Sheepdog Finals in Klamath Falls, OR and have your logo and link displayed here!

USBCHA



ABCA



Images from the 2009 National Sheepdog Finals in Klamath County

