

AFA announces Purina Sponsorship Agreement for flyball competitions.

The AFA is pleased to announce the completion of a major sponsorship agreement with Nestle' Purina Petcare under which Purina will sponsor up to six (6) major AFA flyball competitions each year. The Agreement operates from 1st July 2010 and is ongoing as long as both parties are satisfied with the mutual association. The AFA is proud to have negotiated this important sponsorship arrangement with a company of the standing of Purina.

The sponsorship specifically applies to three existing major competitions each year – the Canberra Royal Show Flyball; the Sydney Royal Show Flyball and each years National Flyball Championships. In addition the AFA will annually nominate to Purina a further three (3) major competitions to be sponsored by Purina in the subsequent year. The AFA Committee is developing an Expression of Interest Form to allow Clubs to submit bids to obtain one of these events. To be considered the competition should be linked to a major event (an Agricultural Show or a Pet Expo type event) likely to attract large crowds of spectators. Every effort will be made to ensure that all states can benefit from the Purina Sponsorship deal. The first Competition under the new arrangement will be the Purina Queensland State Championships to be held at the Gold Coast Pet and Animal Expo, Varsity Lakes in Queensland on 4th and 5th September 2010.

Under the sponsorship agreement Purina will provide to the AFA Trophies for the winners of all Divisions; product prizes for Champions Trophy format; product prizes for all competitors in all Divisions; gift hampers for thank you to all officials and Purina uniforms for all Officials. Purina will also supply branded materials for ring set up - (banners, jumps, back boards, marquees; umbrellas, breezecloth etc). This equipment will be transported to and from each event by Purina.

The AFA in recognition of this sponsorship will arrange to have Purina's name associated with the title of each sponsored event and will ensure exclusive promotion for the Purina Supercoat brand in all publicity material about the event.

This sponsorship arrangement is limited to the nominated six competitions and Clubs are free to arrange local sponsorship for any other events.

As indicated a format is being developed to allow Clubs to submit bids for sponsorship of competitions. The form will be made available to Club co-ordinators when available. In the interim any enquiries regarding Purina Sponsorship arrangements should be submitted to the NSW Regional representative or the AFA Secretary.