



RUNNING WITH DOGS

Sponsorship pack contents

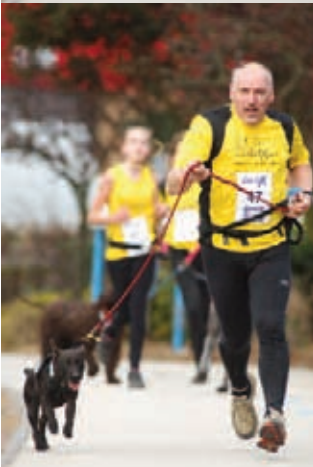
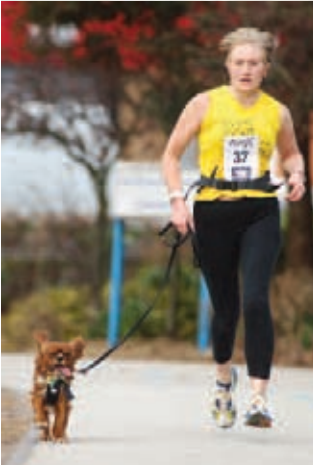
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PROMOTING A HEALTHY LIFESTYLE FOR YOU AND YOUR DOG

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2ND CRUFTS *canix*[®]

2009 SPONSORSHIP



CRUFTS: RUNNERS



CRUFTS: PRIZE GIVING

SUPPORTED BY



Forestry Commission



THE BLUE CROSS

THE CROWN ESTATE

PROMOTING A HEALTHY LIFESTYLE FOR YOU AND YOUR DOG

Eileen@canix.co.uk T/F: 01242 251515 M: 07711 818241 Canix UK, PO Box 1045, Cheltenham, GL50 9JG



Following the success of the first CaniX event at Crufts in March 2008, The Kennel Club have invited CaniX UK back to run a second event at Crufts 2009. With a longer time slot the event will be bigger and better. **This is your unique opportunity to be a part of this event and raise your brand awareness in partnership with an organisation promoting a healthy lifestyle for all breeds (pedigree and cross).** Sponsorship packages are bespoke and start at £1000 (£750 for charities) – **deadline 30/1/2009 (31/12/2008 for inclusion in the CaniX double page feature in the 2009 Crufts Show Guide).**

WHAT IS CANIX

CaniX (canine – cross country) means running on foot with your dog. No special training or equipment is needed. CaniX UK caters for all shapes and sizes, any breed/cross and all fitness levels – canine and human. Humans from the age of ten to 110 can enter we have an equal male/female split across all age groups. There is no handicap for the size or breed of dog as most can run faster than their human team mate. For more info visit www.canix.co.uk or tel 07711 818241.

CANIX FACTS

In the past four years, CaniX UK have raised **£42,837.00** for animal charities. This season 16,000 CaniX Handbooks were given to charities to raise £32,000.

During the 07/08 CaniX season over 1500 teams ran in 15 events in 14 counties.

The 3rd CaniX UK Championship is in May 2009 at Cheltenham Racecourse.

CaniX UK lead a team of 25 to compete in the 11th European CaniX Championships in Decin, Czech Republic in Oct 2008 — the first time a team from the UK had entered. The 2009 Championships will be held in Sopron, Hungary.

Plans are being drawn up by CaniX UK to bring the European CaniX Championships to the UK in 2012 to coincide with the London Olympics.

CRUFTS CANIX

A start shoot will be set-up in the Main Arena made up of 35 banners and 7 flags (see layout on page 4); with an additional 4 flags outside on the beach. In return for sponsorship, your company logo will feature on one or more of these banners/flags. The position/s of your logo is your choice.

This will give your company exposure in the Main Arena (with national/worldwide TV and media coverage) at the biggest and most prestigious dog show in the world. As well as being associated with an organisation promoting a healthy lifestyle for canine (and human) and responsible pet ownership — not to mention the newest and most exciting sport to hit the dog world.

Feedback from last years event was very positive with many people commenting on how exciting CaniX was when visiting our stand at the show. This continued in the months following with our website receiveing 675,000 hits for the month of March (we are projecting over a million hits for March 2009). Several people were inspired to take-up the sport and are now regulars on the CaniX circuit.

Last year at Crufts Ben Fogel and Matt Baker ran in the event for Sport Relief. We have also featured on The One Show with Colin Jackson, and It's Me or the Dog with Victoria Stillwell. Celebrities like to be associated with CaniX and we expect to have one or more running in Crufts 2009.

With the obesity time bomb (for pets and humans) being a hot topic, the health benefits CaniX offers are especially newsworthy — we are expecting a lot of national/worldwide TV and media coverage (as much if not more than last year).



CANIX TEAM UK IN CZECH REPUBLIC



CRUFTS: MATT BAKER AND BEN FOGEL



COLIN JACKSON RUNNING AT BRACKNELL



CRUFTS: PRIZE GIVING



CRUFTS: VICTORIA STILLWELL ON THE CANIX STAND



SPONSORSHIP

Space will be issued on a first come first served basis (exclusivity will be considered). To reserve your banner/flag, please contact us to confirm what positions are available and fax the order to 01242 251515 with payment.

For pricing and to design your pack, please request an order form via email eileen@canix.co.uk. Sponsorship value is based on what's required to run the CaniX event at Crufts and anticipated exposure to TV, media, and public.

Sponsors of 2008 Crufts CaniX, current season sponsors, advertisers in the CaniX Handbook v.3 and all charities receive a 25% discount on all prices.

All companies who sponsor Crufts CaniX 2009 will be given preferential advance booking and a discount in sponsorship of any future Crufts CaniX events.

BANNERS

Size 2x1m (LxH). Branded with your logo on both sides (image area is 170x70cm).

Companies taking banners in the 3rd leg have the option of a single sided banner. With this option, we cannot guarantee position or which company will appear on the back of the banner (unless both single banner orders are received together).

FLAGS

Size: 4m (H). Branded with your logo on both sides.

BIBS (race numbers)

Size: 150x210mm. All bibs to be branded with your logo on the top third (bottom third is CaniX, middle third is race number).

PRIZEGIVING: TROPHIES, MEDALS AND ROSETTES

The prizegiving ceremony will be held in the main Arena. A trophy will be awarded to first place in each class, engraved with your company name. Medals will be awarded to humans, rosettes to dogs (carrying your company name), to 3rd place in each class. A representative from each company who sponsor 1st, 2nd or 3rd will make the awards. Option to include flags and banners.

Following prizegiving, photos of each group (1st, 2nd, 3rd) will be taken with each company representative to be used for publicity.

2009 CRUFTS OFFICIAL SHOW GUIDE

All sponsorship packages taken before 31/12/08 will be mentioned in the CaniX double page feature in the 2009 Crufts Official Show Guide. The level of sponsorship will determine Principal Sponsor (one company), Major Sponsors and Sponsors.

Principal and Major Sponsors will receive a mention in the event timetable at the front of the 2009 Crufts Official Show Guide as 'Supporters of CaniX'.

CANI X EXHIBITION STAND (HALL 3, STAND 78)

CaniX UK will have a stand at Crufts for the 4 days. All those who sponsor Crufts CaniX will have their logo featured on the graphics and be given the opportunity to have literature included on the stand with offers to encourage people to visit sponsor's stands.

PUBLICITY PHOTOS

CaniX UK will have several photographers capturing the whole event. All sponsors of Crufts CaniX will be given the opportunity to use any shots released for their own publicity.

CANI X WEBSITE BANNER AD

All companies sponsoring the 2009 Crufts CaniX will receive a banner ad on www.canix.co.uk for the remainder of the 2008/09 season (until August 2009).

Following Crufts last year, the CaniX website received 675,529 hits during the month of March (this was more than double the monthly average of 288,805 hits per month). Currently this season we are averaging 563,063 hpm and are projecting well over 1 million hits during March 2009.

TIMETABLE The CaniX race will start early afternoon to a packed Main Arena:

- 80-100 runners with dogs.
 - A spectacular line up of all breeds.
 - 10 classes (5 age groups, male and female).
 - Start in the Main Arena (in front of the VIP seating). **Time slot: 30mins**
 - Full circuit of the Arena, seating 6,000 people (TV cameras are in all 4 corners).
 - Exit Arena and Hall (the shoot will continue through the public area to the Hall exit).
 - Outside: a full circuit of the lake (roads will be closed and traffic diverted for the duration).
 - Finish: on the beach near the main entrance.
 - A total distance of 2kms.
- We will be back in the Main Arena later in the afternoon for a prizegiving.
Time slot: 15mins



CRUFTS: CANIX ARENA



CRUFTS: BEN FOGEL



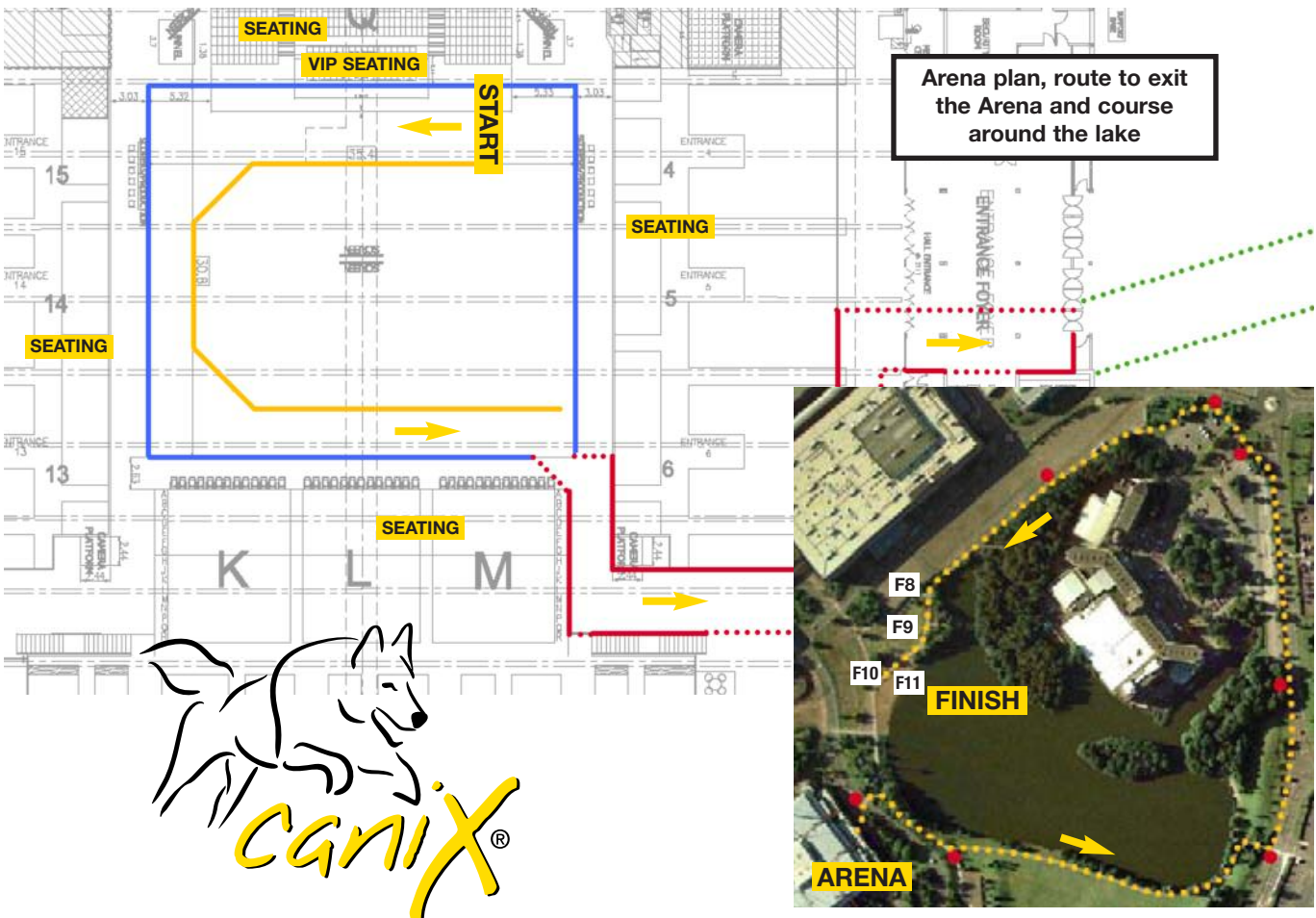
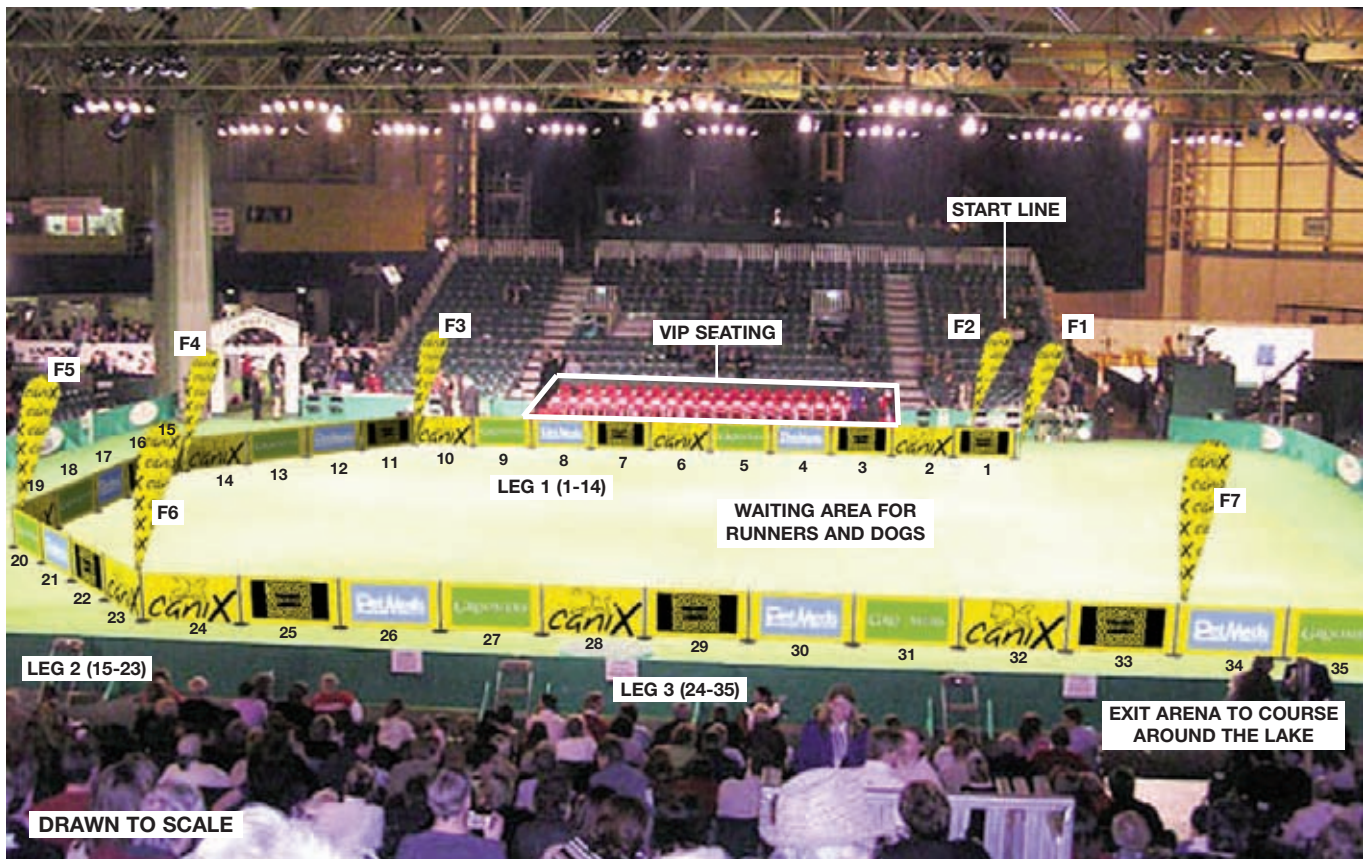
CRUFTS: POST RACE SWIM



CRUFTS: THE FACE OF SATISFACTION

2nd Crufts CaniX Sponsorship 6 March 2009

Layout of Crufts main Arena showing CaniX start shoot, sponsors banners and flags



The CaniX factor

Promoting a healthy lifestyle
for you and your dog

BY RICHARD COOK



Don't miss...

Please see the advert on
page xxx.



ALL PHOTOS COURTESY OF CHILIPICIS (UNLESS OTHERWISE STATED)

Whether you are a supersonic fell runner or a muddy meanderer, all our runners have the CaniX® factor. CaniX (Canine Cross Country) means running with your dog.

The 2007/08 CaniX UK season will see over 1500 teams compete at 16 events in 14 counties throughout the UK – a threefold increase in entries on the previous season and an equal male/female split across all age groups.

CANI X UK AIMS

- Promote a healthy lifestyle for you and your dog and responsible pet ownership
- Inform, advise and motivate people of all ages and abilities via the handbook, website and events to achieve their personal health and fitness goals
- Make people aware of the benefits for both human and dog

FUN ON THE RUN

No special training or equipment is needed. CaniX UK caters for all shapes and sizes, any breed or cross and all fitness levels – canine and human. Humans from the age of ten to 110 can enter. Dogs need to be age one or over on the day of the race. There is no handicap for the size or breed of dog as most can run faster than their human team mate.

Runners start individually at timed intervals in their age class, following a marked 5km (3 mile), or 2.5km (1.5 mile) trail with marshals at key points. All courses are traffic free over cross-country multi terrain which range from flat to easy to hilly or difficult. Venues include café or toilet

Ashton Court



FURTHER INFORMATION

For advice on starting out or the best gear for you/ your dog and to join the CaniX mailing list for future events, visit www.canix.co.uk, or call 07711 818 241.

Alternatively please visit the Stand.



Bracknell Forest



Haldon Forest



Ashton Court



Haldon Forest

"CaniX has changed our way of having dogs in a very positive way, we take them out more and are more fussy about their diet and quality of life." KG

facilities and some visitor centres include other activities that make a day out for the whole family.

Points are collected at each event. At the end of the season the holder of the most points in each class wins the CaniX UK Championship and a year's supply of Burns dog food.

CaniX attracts all levels of runner from ultra-distance athletes, marathon and fell runners who achieve sub six minute mile times to first time runners who just enjoy getting as dirty as their dog. No matter what level of runner, all enjoy the camaraderie of the events and nobody goes home without a doggy bag, smile on their face, and a happy dog asleep in the car.

HAPPY CHAPPIES

Many of the dogs that compete in CaniX are from a rescue background – dogs that were once labelled as destructive, aggressive and with behavioural problems. Several of these issues can be traced back to lack of exercise and socialisation resulting in an unhappy and bored dog.

CaniX UK believe a happy and healthy dog is a well exercised dog and its events coupled with regular training runs are excellent for socialisation. If you are thinking about getting a dog as a running partner, the rescue centres are a good starting point. Choose a dog, which is over a year old and you can begin training with your new partner immediately. The smile on a dog's face after a winter run is priceless.

WIN-WIN

Obesity worldwide is on the increase with shocking forecasts for future generations. A not so widely publicised fact is the trend mirrored in our pets with the same health risks; diabetes, heart disease, arthritis and skin problems.

For humans, exercise for health benefits should be 30 minutes three times a week where your heart rate is increased. Running is

recognised as the quickest way to burn calories. The standard distance of a CaniX race is 5km (3 miles), which should take around 30 minutes to run. The ideal distance to achieve your personal health goal and exercise your dog at the same time – a win-win situation.

CaniX is a versatile sport that can be practiced anywhere and enjoyed by all ages, male and female. Women running alone also benefit from the security of running with a dog.

The bond between you and your dog will also grow – doing what dogs were born to do – 'run' and working as a pack. CaniX is a great way for you and your dog to have a lot of fun and enjoy better health.

FLYING THE FLAG

CaniX UK will be taking a team to Decin, Czech Republic in October 2008 to represent the UK at the European CaniX Championship.

CHARITY

CaniX events have collected over £6,500.00 for charity to date. CaniX UK has chosen to support The Blue Cross for the 2007/08 season.

THANK YOU

CaniX UK would like to thank for their support; The Kennel Club and The NEC; Forestry Commission on whose land the majority of its events are held; Cheltenham Racecourse who host the CaniX UK Championship; Crown Estates; Active Swindon, Swindon PCT/Borough Council; Bristol City Council; MDS Shows; Wiltshire Wildlife Trust.

CaniX would also like to thank its principle sponsor www.Burns-Pet-Nutrition.co.uk for its support and sponsorship since 2003, together with www.PetMeds.co.uk ■

CANI X TIPS

Dos

- 🐾 Always carry water or plan stops near streams on your run
- 🐾 Watch your dog after a run until breathing has returned to normal
- 🐾 Feed correctly and at the right time before/after a run
- 🐾 Check with your GP and vet that you and your dog are fit and healthy if new to running

Don'ts...

- 🐾 Run your dog if under a year old (large breeds may require longer)
- 🐾 Underestimate the heat
- 🐾 Run with a choke collar/muzzle
- 🐾 Shout at your dog (mistakes are human error)

Lydiard Park



Cheltenham Racecourse



Ashton Court



PHOTO: MATT TIMBERS

CANI X EVENTS

The CaniX season runs throughout the winter from September to May, with a break for the summer

The events for the 2008/09 season will be published on www.canix.co.uk this summer. The remaining events in the 2007/08 season are:

16 March	Grizedale, Cumbria
6 April	Cardinham, Cornwall
20 April	Cannock, Staffordshire
4 May	Neolithic, Wiltshire
18 May	Cheltenham Racecourse

AD SPACE	PRINT AREA	COLOUR	BLACK & WHITE
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Sponsor Handbook †		price on request	
Outside back cover.....	123 x 185.....	£618 *	n/a
Inside FC, page 1, 2 or 3	123 x 185.....	£563 *	n/a
½ page 1, 2, or 3 (horizontal).....	123 x 90.....	£399 *	n/a
Inside back cover.....	123 x 185.....	£509 *	n/a
Full page.....	123 x 185	£274	£186
½ page (vertical).....	60 x 185.....	£196	£133
½ page (horizontal).....	123 x 90.....	£196	£133
¼ page (vertical).....	60 x 90.....	£140	£95
¼ page (horizontal).....	123 x 42.5.....	£140	£95

† **Sponsorship of Handbook** will allow CaniX to distribute copies to animal charities free of charge enabling them to sell Handbooks to raise funds. Package includes:

- your company logo included on the front cover.
- company logo and/or website incorporated into the page design (except ad pages)
- unlimited ads and articles on your company.
- credit for sponsorship – relating to funds raised for animal charities (±£30,000).

* **these ads include** guaranteed high profile position and banner ad on the website for a whole year (worth £250).

Guaranteed position (colour ads only)* included in price
 Front half, facing matter or right hand page.....20% extra

Bleed (full page ads only)
 Allow 5mm (page size: 148.5 x 210mm) 20% extra

BANNER AD ON WWW.CANIX.CO.UK (*) included in price

12 months (if taken without ad space in the Handbook)£250
OFFER: if ad space is taken in the Handbook.....£125

ADS SUPPLIED (subject to sight) DEADLINE: 18 August 2008

- **PDF FILES:** Export layout as PDF set at 'Press - High Quality/High Resolution'.
- **JPEG FILES:** JPEG at 300dpi saved at maximum quality.
NB A JPEG at 72dpi needs to be at 400%.
- **MEDIA:** Email (max. file size 1.5MB) or CD.

WEBSITE BANNER ADS

Ads appear in the header panel (top right) of every page of the website. The ads rotate – every time someone goes to a new page, the ad changes (your ad is not guaranteed to appear every time). 100,000 pages/month are projected for the 2008/09 season.

A banner ad alone costs £25 per month (excluding March – the month of Crufts) or £250 per year (2 months free).

ARTWORK/SIZE: 305x100 pixels, JPEG or GIF at 72dpi (supply via email).

DESIGN / ARTWORK SERVICE

Ads requiring design/artwork/proof, please see the booking form.

FOR MORE INFORMATION CONTACT: RICHARD COOK

T: 07711 818241 E: richard@canix.co.uk CaniX UK, PO Box 1045, Cheltenham GL50 9JG



CANIX HANDBOOK VOL 3

2008/09 rate card and technical specifications

DEADLINE 18 AUGUST 2008

ABOUT CANIX®

CaniX® is cross country running with your dog. CaniX UK cater for all shapes and sizes, any breed and all fitness levels — canine and human. Humans from the age of ten and dogs from the age of one onwards can compete. At certain events, short courses are set for under tens to enter on the day (not for competition). No special training or equipment is needed, other than your dog.

CaniX UK attracts all levels of runners from ultra-distance athletes, marathon and fell runners who achieve sub 6 minute mile times on cross-country terrain to those who just enjoy getting as dirty as their dog. No matter what level of runner, all enjoy the camaraderie of CaniX UK events.

CaniX UK aims to:

- **promote a healthy lifestyle for you and your dog and responsible pet ownership.**
- **inform, advise and motivate people of all ages and abilities via the Handbook, website and events to achieve their personal health and fitness goals.**
- **make people aware of the benefits for both human and dog.**

ABOUT CANIX UK

CaniX UK have been running events in the UK since 2003. CaniX UK are the only organisation running competed at 15 events in 13 counties. This season we are adding new events in Scotland and Wales.

We have the support of the Forestry Commission, local Councils, PCTs and health initiatives and have been endorsed by The Kennel Club, Colin Jackson and Victoria Stillwell.

CRUFTS 2009

The Kennel Club have invited CaniX UK back to run another CaniX event at Crufts 2009 (on Friday 6 March 2009).

CaniX featured at Crufts 2008 for the first time in the shows 117 year history and attracted much media interest with Ben Fogel and Matt Baker taking part. The spectacular race start was in the Main Arena finishing by the lake.



EUROPEAN CHAMPIONSHIP

CaniX UK are members of the European Cani-Cross Federation (ECF), and represent the UK's Cani-Cross interests in Europe. In October 2008 CaniX UK are taking a team of 27 to compete at the 11th European Championships in Decin, Czech Republic. This will be the first time the UK has sent a team to compete in the European Championships.

The CaniX Team UK includes a GB team member (and Welsh record holder) in the male class; in the female class we have the current holder of 2nd in the World Cani-Cross Championships (who is also the current Spanish Cani-Cross Champion); a junior runner who is a top athlete; as well as several other runners at the top of the sport in the UK.

With the Beijing Olympics this summer and the London 2012 Olympics on our doorstep we have already had a lot of media interest and are anticipating much more. Both press and TV cameramen are travelling with the team to the Czech Republic.



NATIONAL CHAMPIONSHIP

May 2009 will see the third CaniX UK National Championship. This is the culmination of points awarded at each CaniX UK event over the 2008/09 season.

CHARITY

During the 2007/08 season CaniX UK events raised £3,921.00 for animal charities. To date CaniX UK events have raised £8,578.00 for animal charities.

Many runners own rescue dogs and raise money through CaniX UK events for their chosen charities.

16,000 copies of this years CaniX Handbook are being given to animal charities. The fund raising value of these Handbooks will be £32,000.

ABOUT THE CANIX UK HANDBOOK

CaniX UK's main publication produced annually (this will be the third publication of the Handbook, available in September). Together with the forthcoming seasons events; results, write ups, and pictures from the previous season, the Handbook includes help and advice on getting started, training/equipment, safety and guidelines; as well as articles from people and organisations involved. Designed to be used throughout the season and kept as a record with space to enter times and results as the season progresses.

This years Handbook will be 68 page and perfect bound.



Handbook 2007/08 cover

DISTRIBUTION - 20,000 copies

- 16,000 copies will be distributed to animal charities free of charge to raise £32,000 in funds for the charities involved.
- Available to all members and everyone on the CaniX UK mailing list.
- At all CaniX UK events — we are planning 16+ events between Sep 2008 to May 2009 in Berkshire, Cheshire, Cornwall, Cumbria, Devon, Gloucestershire, Kent, Leicestershire, Norfolk, Northamptonshire, Northumberland, Nottinghamshire, Staffordshire, Warwickshire and Wiltshire as well as Wales and Scotland.

- Many events are run in conjunction with Dog Days, each attracting between 4,000 to 10,000 visitors (eg, Paws in the Park, Westonbirt Dog Day).

- Over 1500 runners entered 15 CaniX UK events during the 2007/08 season — with family, friends, supporters and spectators, CaniX drew between 4,500-6,000 visitors. We project CaniX will draw in excess of 10,000 visitors during our 2008/09 season.

- Available at FC visitor centres and pet shops.
- A world wide audience. The website receives enquiries from overseas regularly. Projected visits for the forthcoming season are expected to exceed 50,000/month.



DEMOGRAPHICS

Entries come from all fitness levels and socio-economic backgrounds, with several families taking part from grandchildren to grand parents.

The 31-50 age group accounts for 65.2%.

The gender split has a slight bias towards female.

Female: 58%

Male: 42%

<20	9%
21-30	9.9%
31-40	32.8%
41-50	32.4%
>51	15.9%



MEDIA COVERAGE

CaniX UK events create intense media interest with the combination of health, wellbeing and pets as well as the fitness drive tackling the worlds growing human and pet obesity problem. Together with this years Beijing Olympics and the looming London Olympics in 2012, CaniX has become a hot topic. Previous coverage has included:

Newspapers:

- Times 'Body & Soul' 2PS
- The Guardian
- Telegraph x2
- Daily Express FPS
- Daily Mirror FPS
- Local Press

Magazines:

- Your Dog 4PS
- Official Crufts Guide 2PS
- Runners World 4PS, 2PS
- Athletics Weekly
- Ultra fit 3PS
- Cornwall today 2PS
- Holland & Barrett
- SAGA
- Walking
- Field & Trial

TV/Radio:

- BBC1 The One Show
- BBC1 Crufts 2008 x2
- ITV Wales News
- Ch4 'It's Me or the Dog!'
- BBC4 Womans Hour
- Local TV
- Local radio
- Fuji TV (Japanese ITV)

PS = Page Spread

FPS = Full Page Spread

WEBSITE

During the 2008/9 season the website had nearly 3 million hits over the 8 month period (an increase of 213% on last season). This figure peaked on the 10 March 2008 at 59,080 hits for a single day following our event at Crufts (the first CaniX event to feature in the shows 117 year history).

277,640 page impressions were viewed over the 8 month season; an average of 34,705 ppm or 1,142 ppd (and an increase of 318% on last season). 100,000 pages per month are projected for next season.

	MONTHLY TOTALS		
	HITS	PAGES	VISITS
Apr 2008	411,724	39,039	19,285
Mar 2008	675,529	66,371	24,935
Feb 2008	345,757	25,829	12,268
Jan 2008	296,093	26,894	12,405
Dec 2007	283,265	32,497	16,096
Nov 2007	299,365	28,722	13,523
Oct 2007	277,692	27,515	12,397
Sep 2007	230,659	30,773	12,895