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 ___________________________ Date 3/29/11
Signature of Board Chair ___________________________ Date ____________
## Tourism Grant Budget Form

### INCOME

<table>
<thead>
<tr>
<th>Description</th>
<th>Committed</th>
<th>Pending</th>
<th>Total</th>
<th>Actual</th>
<th>Comments/Explanations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism Grant Request</td>
<td>10000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash Match - Source: USBCHA</td>
<td>5000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source: Funds on hand</td>
<td>3000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source: May Benefit Trial</td>
<td>2000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Cash Match</td>
<td>10000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Funding Sources:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Source: Please see attached</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget</td>
<td>68000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Other Funding Sources</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Projected Revenue</td>
<td></td>
<td></td>
<td>88000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td></td>
</tr>
<tr>
<td>Print</td>
<td>6255</td>
</tr>
<tr>
<td>Web</td>
<td>500</td>
</tr>
<tr>
<td>Other Internet</td>
<td>2500</td>
</tr>
<tr>
<td>Other</td>
<td>2140</td>
</tr>
<tr>
<td>Total Advertising</td>
<td>11395</td>
</tr>
<tr>
<td>Printing</td>
<td>13045</td>
</tr>
<tr>
<td>Postage</td>
<td></td>
</tr>
<tr>
<td>Misc/Other (Explanation Req'd):</td>
<td></td>
</tr>
<tr>
<td>Other: Please see attached</td>
<td></td>
</tr>
<tr>
<td>Budget</td>
<td>62905</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Total Miscellaneous/Other</td>
<td></td>
</tr>
<tr>
<td>Total Projected Expenses</td>
<td>87345</td>
</tr>
<tr>
<td>Net Projected Income&lt;Expense&gt;</td>
<td>855</td>
</tr>
</tbody>
</table>

### 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

Form # KCF 3005
Revised the 31st of August, 2011
Page 10 of 11
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

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Local</td>
<td>2400</td>
</tr>
<tr>
<td>Advertising out of area</td>
<td>6755</td>
</tr>
<tr>
<td>Signs, Posters, Placemats, Table Designs</td>
<td>2900</td>
</tr>
<tr>
<td>Catalog</td>
<td>6800</td>
</tr>
<tr>
<td>Online catalog</td>
<td>2500</td>
</tr>
<tr>
<td>Flyer Design, print insert</td>
<td>6340</td>
</tr>
<tr>
<td>Banking</td>
<td>200</td>
</tr>
<tr>
<td>Cost Resale Items</td>
<td>11000</td>
</tr>
<tr>
<td>Insurance</td>
<td>850</td>
</tr>
<tr>
<td>Tents</td>
<td>5000</td>
</tr>
<tr>
<td>Food for Crew</td>
<td>1500</td>
</tr>
<tr>
<td>Hospitality Tent food</td>
<td>1000</td>
</tr>
<tr>
<td>Porta Potties</td>
<td>2000</td>
</tr>
<tr>
<td>Bleachers, tables, etc</td>
<td>1000</td>
</tr>
<tr>
<td>PA</td>
<td>2000</td>
</tr>
<tr>
<td>Office Supplies</td>
<td>400</td>
</tr>
<tr>
<td>Setout/Announcer/Electrician</td>
<td>6000</td>
</tr>
<tr>
<td>Postage</td>
<td>400</td>
</tr>
<tr>
<td>Fencing</td>
<td>1500</td>
</tr>
<tr>
<td>Parking/Clean Up</td>
<td>700</td>
</tr>
<tr>
<td>Spray for mosquitoes</td>
<td>500</td>
</tr>
<tr>
<td>Water Truck</td>
<td>500</td>
</tr>
<tr>
<td>Taxes</td>
<td>10</td>
</tr>
<tr>
<td>Field</td>
<td>3000</td>
</tr>
<tr>
<td>Sheep expense</td>
<td>14000</td>
</tr>
<tr>
<td>Hay</td>
<td>2500</td>
</tr>
<tr>
<td>Fuel</td>
<td>600</td>
</tr>
<tr>
<td>Electricity</td>
<td>350</td>
</tr>
<tr>
<td>Web page</td>
<td>200</td>
</tr>
<tr>
<td>Dumpster</td>
<td>550</td>
</tr>
<tr>
<td>Water</td>
<td>390</td>
</tr>
<tr>
<td>Gate help</td>
<td>500</td>
</tr>
<tr>
<td>Photographer incl VIP photos</td>
<td>2500</td>
</tr>
<tr>
<td>Misc</td>
<td>500</td>
</tr>
</tbody>
</table>

$87,345.00

Net  $655.00
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 .........................................................$1,275.00

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.
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 Coopman (Montague), Marty and Lana Rowley (Malin), Lora Withnall (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
Merrill Lumber Co
An-n Shell
Ranch Dog Resort
Smyley Smith Studs
Martin's Feed Center
POLAR BEAR
Floyd A. Boyd Co
Basin Fertilizer & Chemical Co
LES SEQUOIA FIRE CENTER
Stateline Parts Supply-Napa
ED Stobaugh & Sons

Signature
Jon Osmun
Darrell Bailey
J.D. Smith
Martin Naka
Donald Co. Bay
Dwight"
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

Poppys & Co.
R & J Auto Repair
R & J Auto Repair
PMS Candy & Coffee
The Flower Spot
Tatter Quilts
County Cork
Wildgoose Goose Lodge
Malin County Diner
Papa Tangs Inc.

Signature

Roochoo Green
Sharon Green
Baily Thompson
Doreen Hall
David Lunde
Joanne Powell
Teresa, pacult
Debbie Casey
Maria Keener
2012 National Sheepdog Finals

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

2012 National Sheepdog Finals
Farming/Agriculture - Edit Info

Wall

2012 National Sheepdog Finals - Everyone (Top Posts)
Share: Status Photo Link Video Comment

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 early...

120 People Reached - 11 People Talking About This
1 Like · Comment · Share · March 22 at 11:08am - 11

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
1 Like · Comment · Share · March 20 at 3:50pm - 103

Like

http://www.facebook.com/pages/2012-National-Sheepdog-Finals/244138255659667
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.

**NEWS & ANNOUNCEMENTS**

9/29/2012 — 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 hunted handlers tent and a free sponsor cap. Click the Sponsorship tab for more information.

**SPONSORS**

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

**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](Facebook Like Button)
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 Delmar 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.
Images from the 2009 National Sheepdog Finals in Klamath County