

# 2026 UKI SPITFIRE CUP

## SPONSORSHIP OVERVIEW



The UKI Spitfire Cup is one of Western Canada’s premier dog agility events, welcoming bringing together 150 approximately 150 competitors, supported by dedicated volunteers and enthusiastic spectators including top teams from across British Columbia, Canada, and the United States.

Held May 29–June 1, 2026 at Chilliwack Heritage Park, the Spitfire Cup features multiple days of continuous competition across two rings, showcasing elite athleticism, teamwork, and sportsmanship in a welcoming, dog and community-focused environment.

Competition spans a range of championship formats as well as regular classes, culminating in multiple awards, including Top Dog and Reserve Top Dog, awarded to the most consistent and accomplished teams across the event.

The Spitfire Cup offers sponsors:

- High-visibility, in-ring brand exposure
- Repeated impressions through photos, videos, and social media sharing
- Direct connection with a loyal, engaged, and active audience

We offer a range of sponsorship opportunities, including:

- Ring Sponsorships
- Event & Podium Sponsorships
- Volunteer Sponsorships
- Supporter & Custom Packages

Spitfire Dog Sports works closely with each sponsor to ensure meaningful recognition and strong return on investment, while supporting the continued growth of dog agility in Canada.

Event Dates: May 29–June 1, 2026

Location: Chilliwack Heritage Park, Chilliwack, BC

More information: [www.spitfiredogsports.com](http://www.spitfiredogsports.com)

We look forward to partnering with you to make the 2026 UKI Spitfire Cup one of the most dynamic dog sport events in Canada.

Sincerely,

Lorraine Jurovich

Vice-President

Spitfire Dog Sports

[Lorraine.jurovich@spitfiredogsports.com](mailto:Lorraine.jurovich@spitfiredogsports.com)

604-996-2212

DOG AGILITY UKI SPITFIRE CUP SPONSORSHIP OPPORTUNITIES

Cash or product in lieu	Ring Sponsor \$1,000	Event Sponsor \$750	Volunteer \$1,000	Gold \$500	Silver \$350	Bronze \$200	Custom
Podium Prize Package		X					Optional
NAMED Ring Sponsorship	X						
NAMED Event Sponsorship		X					
Flags or Sign during Awards		X					
UP to 3 Banners in Ring <sup>1</sup>	X						Optional
Banners on site		X	X	Upto 3	Upto 2	1	Optional
Marketing							
Premium Face Book <sup>3</sup>	Full Page Yes	Full Page Yes	Full Page Yes	½ Page Yes	¼ Page -	1/8 Page -	Optional Optional
Website – List of Sponsors	Full Banner	Full Banner	Full Banner	Full Banner	2/3 Banner	1/3 Banner	Optional Optional
Website – List of Vendors	If vending	If vending	If vending	If vending	If vending	If vending	Optional
Website – Premium Banner	-	-	X	X	-	-	-
Course Maps	-	X	-	-	-	-	-
Vendor Spot <sup>2</sup>	X	X	X	X			Optional
Half Price Vendor Spot					X	X	

<sup>1</sup>Banners to be provided by Sponsor.

<sup>2</sup>Subject to availability, vendor spot locations will be available for vendors to select (choice will be allocated based on sponsorship levels).

<sup>3</sup>Number of shout outs and banners are proportional to sponsorship level.

# 2026 UKI SPITFIRE CUP

## SOME AGILITY FACTS

Dog agility is a sport played by a dog and handler team. Handlers guide dogs through an obstacle course hoping for the best time and an accurate performance. The dogs run off leash and no toys or treats are allowed on course.

UK Agility International (UKI) was created specifically to provide agility competitors with a unique setting in which safety and fun for every dog is a key priority. Above all, the organization aims to promote the growth of agility and raise performance standards by encouraging training in a competitive arena using reward-based training methods. This helps to improve dog and handler relationships and also helps create a friendly and relaxed environment for dogs, handlers, family and spectators.

Canine agility attracts people from all walks of life with varied interests and backgrounds, from children to seniors and everyone in between.



Participation in organized dog sports, such as agility, promotes a healthy and active lifestyle, coupled with responsible dog ownership.

Dog agility in Canada has experienced exponential growth from its early beginnings in the late 1980s and has become a familiar and exciting spectator sport, thanks in part to television network coverage, including Outdoor Life, Animal Planet and Top Dog, along with numerous newspaper, magazine articles, web sites and bloggers.

There are over 14,000 dogs registered with UKI.

While competitors come in all shapes and sizes, some characteristics of a typical agility competitor are:

- Primarily female.
- Age 35+.
- Well-educated with disposable income.
- Owns and maintains a vehicle.
- Buys pet products, including quality pet food, treats, toys, grooming products, crates, beds, and clothes.
- Uses health supplements for their dogs.
- Uses pet services, including veterinary care and medical services, training and classes, boarding facilities, groomers, and breeders.
- Banks, borrows, and invests.
- Frequents hotels and restaurants when competing away from home.
- Purchases athletic wear, outdoor gear, sports shoes, and clothing.
- Purchases camping gear, RVs, and RV gear.

## COMPETITION RING SPONSOR

The event will consist of 2 rings of competition, all used continuously over the 2 days of the competition.

All competitors, spectators, & volunteers will flock to these rings over the event. Competitors will video their runs in these rings, and many will post these runs over social media platforms during & following the event. As a ring

sponsor the ring name will become "Your Company Name Ring", for example "Spitfire Dog Sports Ring". This will be displayed at the ring entry, and you may display up to 3 company banners. Banners may be a max size of 3'x 8'.



Banners will be placed for clear visibility in competitor photos and videos shared during and after the event. Ring Sponsors receive promotion on Spitfire Dog Sports' website, social media, event premium, and through on-site announcements. As Ring Sponsor free weekend Premium vendor space will be provided.

There will be one ring sponsor per ring, currently a total of 2, Sponsorship investment: \$1,000.

Each sponsor may also provide gifts/prizes, that represent your company, to be awarded to podium winners.

## EVENT PODIUM SPONSOR THE UKI SPITFIRE CUP CONSIST OF 4 EVENTS AND 2 OVERALL AWARDS

### 4 PRIMARY EVENTS

Agility Biathlon - Consist of an Agility Round and a Jumping Round. The winner of the combined rounds will be crowned the 2026 UKI Spitfire Cup Agility Biathlon Winner.

Speedstakes Challenge - Consist of 2 Speedstakes Rounds. The winner of the combined rounds will be crowned the 2026 UKI Spitfire Cup Speedstakes Challenge Winner.

Games Challenge - Consist of 2 Game Rounds: Gamble & Snooker. The winner of the combined rounds will be crowned the 2026 UKI Spitfire Cup Games Challenge Winner.

Master Series Final - Consist of a 2 Masters Series Rounds: Masters Series Agility Final & Masters Series Jumping Final. The winner of the combined rounds will be crowned the 2026 UKI Spitfire Cup Masters Series Final Winner

### TOP DOG CHAMPIONSHIP

TOP Dog Championship - This event determines the overall TOP Dog and Reserve TOP Dog titles. Top Dog is awarded to the single dog with the highest overall score at the Cup for each of the 11 jump heights. Calculated by adding together the dog's best qualifying scores from the designated Cup classes

Event / Podium Sponsorship investment: \$750 (cash or product) per event.

As an event/podium sponsor for an event, your company name will be listed as the event name. For example, "Spitfire Dog Sports Agility Biathlon".

Your company may provide up to 2 banners, to a max size of 3'x6', which will be displayed in the event venue, and displayed during the event awards.

As event podium sponsor your company logo and website will be promoted leading up to the event on social media platforms, Spitfire Dog Sports website, and present in the event premium.

As event podium sponsor free weekend Premium vendor space will be provided.

As an Event Podium Sponsor, you may provide prizes or cash in lieu for 1st place finishes, as well as TOP Dog and Reserve TOP Dog awards.

#### GOLD / SILVER / BRONZE SUPPORTER SPONSOR

The 'Spitfire Cup 2026 Supporter Sponsorship' allows individuals and/or businesses to support the UKI Spitfire Cup with a smaller monetary amount of \$250-\$500.

This Event Supporter Sponsorship will show your support for the UKI Spitfire Cup and provide the company or individual recognition for their support.

This event will be one of the biggest dog sporting events in Western Canada in 2026, with much attention given to the event leading up to Open, while of course bringing together hundreds of competitors and spectators into the Heritage Park during the week of the event.

As an Event Supporter Sponsor you and/or your company will be listed as a Spitfire Cup 2026 Supporter Sponsor. Your company may provide up to 1 banner, to a max size of 3'x6', which will be displayed in the event venue. Your sponsorship will also be listed on the Event Premium and on the Spitfire Dog Sports UKI Spitfire Cup webpage leading up to the event.

#### CUSTOM SPONSORSHIP

To make this event a huge success, we cannot limit ourselves to the sponsor list above. We recognize that there are a number of companies and individuals out there who would like to support in any way possible.

If you do not fit into any of the sponsor classifications above, this is where the Custom sponsor comes in!

As a Custom sponsor, you can provide the 2026 UKI Spitfire Cup with any level of support. This can include monetary sponsorship, prize sponsorship, or donations of any kind, for example essential tools or materials that we may need to run the UKI Spitfire Cup. The level of sponsorship provided by the company or individuals availing of the Custom sponsor opportunity will be determined by the summative value of the sponsorship amount/item(s).

As a Custom sponsor your level of recognition leading up to and during the event, such as company banners, part of event announcements, website promotion etc, will be determined based on your level/amount of sponsorship.

Upon guarantee of Custom Sponsorship, Spitfire Dog Sports will work with you to determine the details of your sponsor and the company promotion it entails.