



EVENT BRANDING

A CASE STUDY

RIO GRANDE KENNEL CLUB

100TH DOG SHOW
CHARITY GALA & AUCTION

WIDE WEB ADVISOR

2018



INSIDE THE CASE STUDY



01.....	welcome
02.....	about the project
03.....	pet disaster relief
04.....	a few designs
05.....	design part one
06.....	design part two

W E L C O M E

A NOTE FROM MARYLE

IT has been my distinct pleasure to work with the Show Committee of the Rio Grande Kennel Club. As a marketer and designer with a long history working in a variety of businesses within the pet industry, as well as former dog breeder, exhibitor, trainer and AKC judge, I understand the RGKC's Mission and the importance of this, their first charitable event.



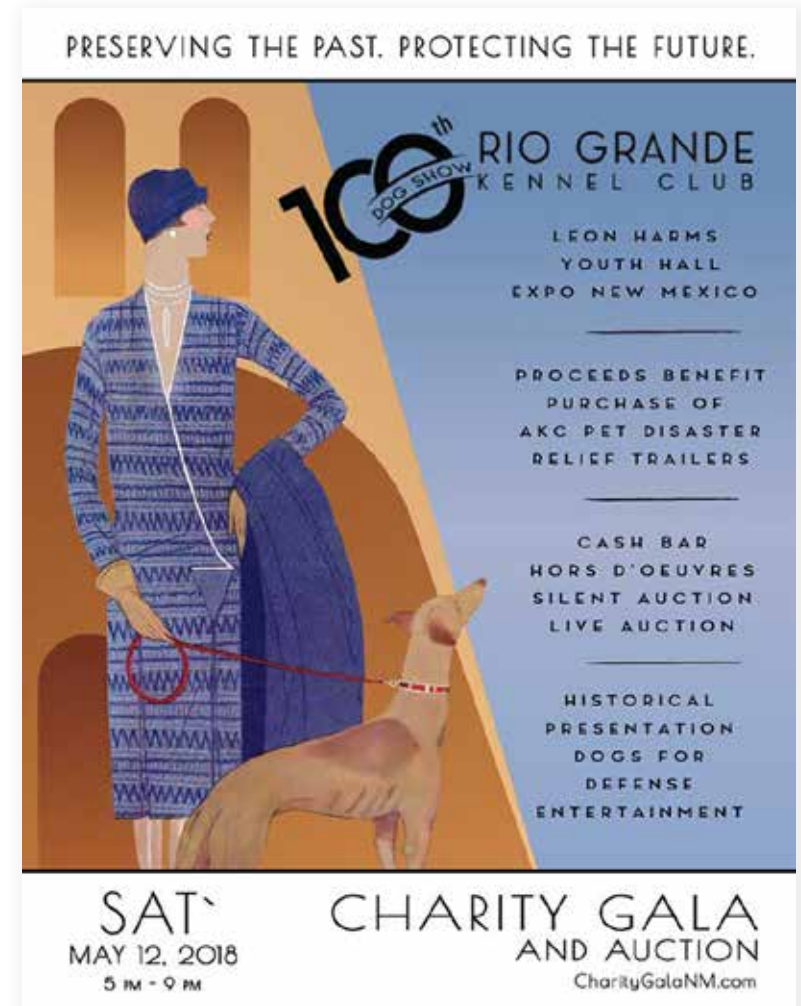
EVENT BRANDING
RIO GRANDE KENNEL CLUB

Logo
Brand Graphic
Brochure
Business Cards
Catalog Ad
Event Display
Flyer
Invitation
Letterhead/Envelope
Portfolio
Portfolio Envelope
Posters
Postcard
Web Banner

ABOUT THE PROJECT
branding start-finish

Meetings with the Show Committee began in October of 2017. During the first meeting the Committee explained the project in detail. The purpose of the event is a Charity Auction to raise money for the purchase of AKC Disaster Relief Trailers for the State of New Mexico. Identified as a Charity Gala and Auction, it is the first event of its kind hosted by the Club. The event will be held in conjunction with the High Desert Classic, a 5-day series of dog shows attracting exhibitors from throughout the United States.

Tag Line ~ Logo ~ Post Card ~ Event Ticket



PRESERVING THE PAST. PROTECTING THE FUTURE.

100th DOG SHOW RIO GRANDE KENNEL CLUB

100th DOG SHOW
RIO GRANDE
KENNEL CLUB

P.O. BOX 37063
Albuquerque, NM 87176



100th DOG SHOW
RIO GRANDE
KENNEL CLUB
PRESERVING THE PAST
PROTECTING THE FUTURE

GALA
AND
CHARITY AUCTION

Teresa Dominguez
rgkc100thgala@gmail.com
505.225.8804
rkgc.org

100th DOG SHOW
RIO GRANDE
KENNEL CLUB



PRESERVING THE PAST PROTECTING THE FUTURE

PRESERVING THE PAST PROTECTING THE FUTURE



THE PURPOSE

PET DISASTER RELIEF IN NEW MEXICO

The AKC Reunite program has donated funds to support the work of shelters and rescues that are saving and reuniting pets with their owners during such disasters. It was after hurricanes Katrina, and Sandy, that the need for emergency preparedness became evident.

The Rio Grande Kennel Club, along with AKC Reunite, and other AKC Clubs around the US, including private

organizations and pet lovers are working together to help ensure the safety of our pets during a natural disaster.

The Rio Grande Kennel Club is working toward accomplishing this goal by purchasing (2) AKC Pet Disaster Relief trailers and donating them to the Emergency Management Departments in New Mexico. All donations are tax deductible through the AKC Reunite Canine Support and Relief Fund.

A Few Designs

Sponsorship Promotion



Sponsorship Opportunity



SPONSORSHIP AGREEMENT

FOR PET DISASTER RELIEF IN NEW MEXICO

Yes! I want to participate by sponsoring at the following level:

- BEST IN SHOW: \$10,000 (1)
- GRAND CHAMPION PLATINUM: \$5,000 (2)
- GRAND CHAMPION GOLD: \$2,500 (4)
- GRAND CHAMPION SILVER: \$1,000 (8)

We cannot sponsor this year's event, but we've enclosed a gift to support Pet Disaster Relief in New Mexico.

Sponsor Name _____

Address _____

City/State/Zip _____

Contact Name _____ Title _____

Phone _____ Fax _____ Email _____

\$ _____ Total Payment Enclosed (Please make checks payable to **AKC RENUITE**)

Before you mail, please be sure that you...

- Completed the Sponsor Agreement
- Enclosed your Business License, if applicable
- Enclosed your Sponsorship Check payable to **AKC RENUITE**



Please return this form to
Rio Grande Kennel Club
 Teresa Dominguez, Event Chairman
 P. O. Box 37063
 Albuquerque, NM 87176

Phone: (505) 225-8804 • Email: rgkc100thgala@gmail.com
 CharityGalaNM.com



**HELP US RAISE \$40,000 TO PURCHASE
 AKC PET DISASTER RELIEF TRAILERS FOR NEW MEXICO**

Charity Gala and Auction - May 12th 2018

Since 1932, the Rio Grande Kennel Club has been supporting the health and welfare of dogs in New Mexico. Would you join us this year in becoming a Sponsor for our first Charity Gala and Auction. Your company can be a part of the historic event, helping pets and their families during times of disaster in New Mexico, while receiving valuable exposure to thousands of new customers.

<div style="text-align: center;"> <p>BEST IN SHOW \$10,000</p> <p>Leader of the Pack Sponsor</p> <ul style="list-style-type: none"> • Two - 24" Logos on the AKC Trailer • Named as Lead Sponsor in all Media and Marketing Materials • Personalized Commemorative Event Poster • One Reserved Table and 8 Tickets • Champagne & Artisanal Chocolates </div>	<div style="text-align: center;"> <p>GRAND CHAMPION PLATINUM - \$5,000</p> <p>VIP Platinum Sponsor</p> <ul style="list-style-type: none"> • Two - 18" Logos on the AKC Trailer • Named in all Media and Marketing Materials • Personalized Commemorative Event Poster • One Reserved Table and 8 Tickets • Champagne </div>
<div style="text-align: center;"> <p>GRAND CHAMPION GOLD - \$2,500</p> <p>VIP Gold Sponsor</p> <ul style="list-style-type: none"> • Two - 12" Logos on the AKC Trailer • Named in all Media and Marketing Materials • One Reserved Table and 4 tickets </div>	<div style="text-align: center;"> <p>GRAND CHAMPION SILVER - \$1,000</p> <p>VIP Silver Sponsor</p> <ul style="list-style-type: none"> • One - 10" Logos on the AKC Trailer • Named in Auction Program • Four Tickets </div>

Front and Back Cover of Portfolio



THE DESIGN ~ PART ONE

a woman and a dog

During my first meeting with the Committee, they brought photos and ideas they had gathered to demonstrate the feeling they wanted the event brand to convey.

In developing the design for the brand, it was important to the Committee that I incorporate the fashion style of the 1930's with the tradition and heritage of New Mexico.

In discussing their Mission of preserving the AKC standards for pure-bred dogs registered with the AKC, I suggested

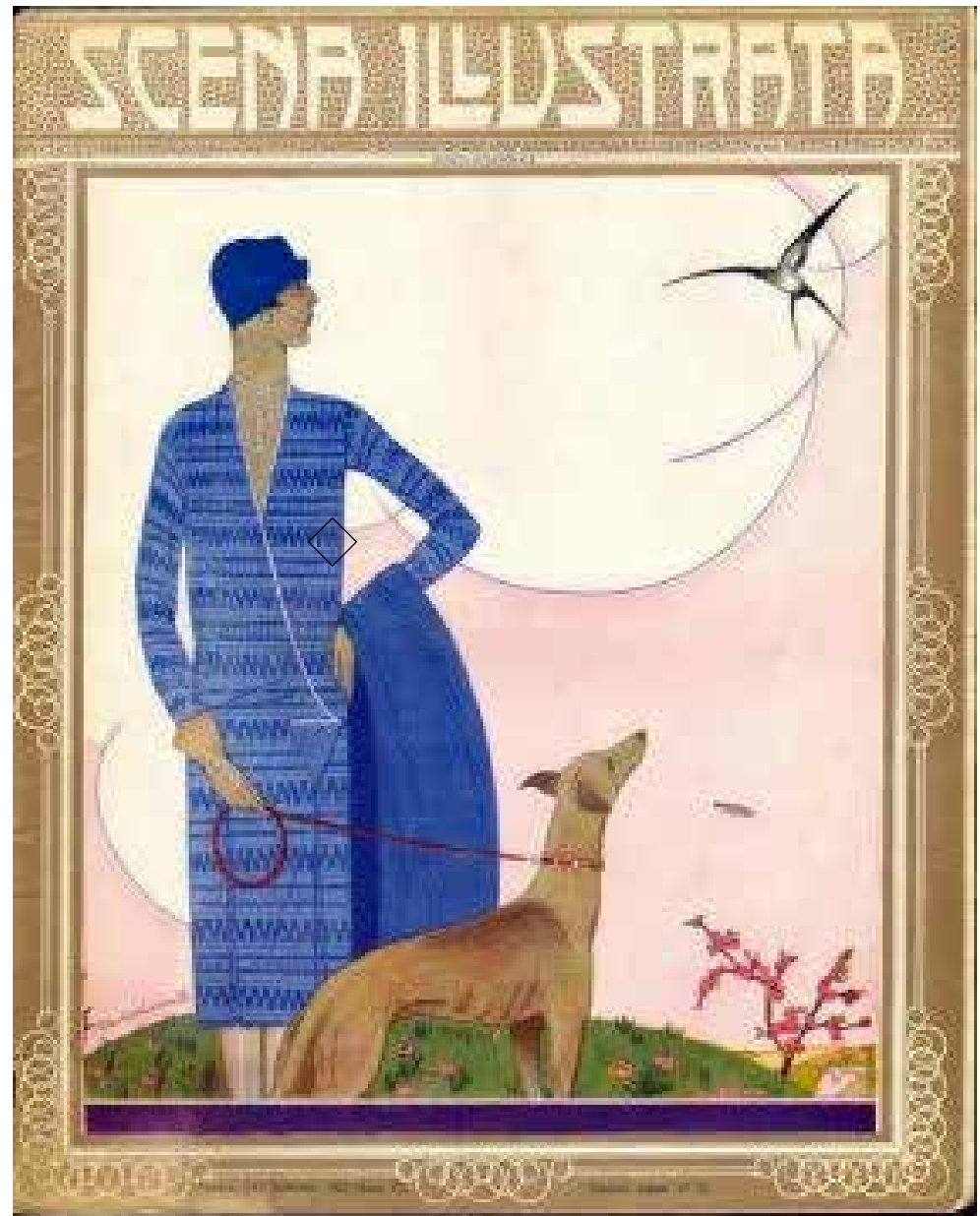
the tag line: Preserving the Past. Protecting the Future. The tagline was immediately adopted for use and will most likely continue as the Club's tagline after this historic event.

Because I was working with a limited budget, creating a custom illustration was not possible, so I began searching for copyright free open source images. That search took approximately 10-hours. It then took me 4-hours to completely reconstruct the woman and dog using Photoshop to perfect the image.



A 1930's Magazine Cover

The result of my search for the perfect image to use as part of the composite for the final design is shown here. It was a cover for the Italian Magazine, Scena Illustrata created during the early 1930's.



THE DESIGN ~ PART TWO

New Mexico, Land of Enchantment



Part two in creating the final design required a background for the woman and dog. That background needed to immediately connect with the colors and uniqueness associated with our State. My final choice for the background was the purchase of a stock vector graphic. However, the graphic also included the illustration of a flamenco dancer, which I removed. By removing that element, adjusting some colors, and adding the 1930's woman and dog, I had the main graphic for the marketing collateral ready to submit to the Committee for approval.

01.



DESIGN EVENT
LOGO

The first order of business was to design a logo for the Club's 100th dog show. The logo would be used on all Event materials, as an integral part of the Brand.

02.



MAKE IT
MEMORABLE

The brand image for the event needed to pass muster with a Committee of eight.

03.



YOU'VE GOT
THIS

Hours of research followed by hours reworking an old, damaged image resulted in a finished product everyone agreed was perfect.

ESSENTIALS

Presentation Folder and Envelope



9 x 12 Presentation Folder and Mailing Envelope



IT'S PERFECT.
WE LOVE IT.
THANK YOU.
IT'S
EVERYTHING
WE HOPED FOR
AND MORE.

Best Wishes

TO THE RIO GRANDE KENNEL CLUB FOR A SUCCESSFUL CHARITY GALA AND AUCTION



Map furnished by AKC Reunite. It shows the states that currently own Disaster Relief Trailers.

65

Total Trailers Donated

6

Total Trailers Coming Soon

383

Total Donating Clubs

\$1,689,201

Donations Received



THANKS FOR LOOKING

"It has been my distinct pleasure to work on this project for the Rio Grande Kennel Club.

This project is still ongoing, as we prepare the final marketing collateral for the Charity Gala and Auction event on May 12, 2018."



WIDE WEB ADVISOR
BRAND AID

WideWebAdvisor.com