

2026 Wild West USDAA Regional Sponsorship Proposal

Executive Summary

The 2026 Wild West USDAA Regional Event, hosted by Good Dog Agility, is the first regional qualifying event of 2026 and is one of only ten such events across the United States, and the only regional event held in the southwestern United States. Participants in the event are trying to qualify for advancement to the semifinals and/or finals at the 2026 Cynosport Event presented by Purina® Pro Plan® being held November 11-15, 2026, at Kino Sports Complex in Tucson, AZ.

At the Wild West USDAA Regional Event competitors can compete in 4 different tournament events as well as local titling classes January 23-25, 2026.

Arizona has hosted this Regional Event for over 10 years with great success. Participants come from several southwestern states, including Arizona, New Mexico, California, Colorado, Utah, Texas and Nevada.

Why should your organization/you become a 2026 Wild West Regional sponsor?

As an organization, event sponsorship is a promotional medium that allows you to personally interact with the competitors, their families, a local audience, and other event sponsors and patrons, raising your brand awareness.

Our goal is not to sell sponsorship opportunities, but to create a long-term, mutual partnership by offering customized benefits that make the most sense to you in exchange for your support of our event.

Likewise, if you are a current or past competitor, or are a dog enthusiast, we value your support and desire to give back to a sport that you enjoy so that they and others can experience and participate in an event that both showcases and measures successful training and teamwork.

If we've piqued your interest and you would like to see where best you might fit in supporting the 2026 Wild West Regional, please read on for more details! We look forward to working with you as a valued partner!

Past Wild West Regional Information

- 2025 total number of participants/competitors = 78 (Cynosport was held in Tennessee).
- Highest number of participants = 117 when Cynosport was hosted in Tucson
- Number of participants outside of Tucson/Pima County = 68 (2025)

- Groups of competitors went out to dinner every night, starting on Thursday. Most sought out locally owned restaurants vs. national chains
- We cater lunches for volunteers from nearby restaurants
- Everyone went to the grocery at least once, likely more than one time
- Most competitors stay in Air BnB/VRBO or KOA Campground

Benefits of a business becoming a 2026 Wild West Regional sponsor:

- Enhanced and increased brand recognition- sign display or booth
- Access to competitors by providing coupons or flyers at check-in
- Data to help measure return on your investment
- Opportunity for product placement – through booth or for competitors at check-in

Benefits of an individual becoming a 2026 Wild West Regional sponsor:

- Direct connection with a specific part of the event through a named contribution
- Positive supportive image
- Contribution to community engagement
- Contribution to building excitement for a respected and enjoyable event

Proposed sponsor investment for this event

Sponsorship can come in several forms: cash, resources/in-kind, and technical assistance.

Areas of sponsorship/donations the 2026 Wild West Regional has to offer:

- **Veteran's showcase sponsor** (1 available)
(\$200 for swag items plus ribbons)
- **Veteran's Parade sponsor** (2 available)
(\$150 for toys and medallions)
- **Titling class Strategic Games Awards** (1 available)
(\$200 for Ribbons and 1st place awards)
- **Team Individual Awards sponsor (2 available)**
(\$100 for ribbons and small swag)
- **Dog Picture Mosaic Area sponsor** (1 available)
(\$75 for signage and materials)
- **Photo Booth sponsor** (1-2 available)
(\$150 to cover products purchased)
- **Volunteer Raffle sponsor** (4-5 available)
(\$100 each to cover products purchased or product donated)

- **Communication sponsor (2 available)**

(\$100 each to cover signage and banners)

- **Lunch Hospitality Sponsor (3 available)**

(Provide lunch and refreshments for staff and volunteers)

Benefits sponsors will receive in exchange:

- For sponsorship/donations of \$500 or more...Inclusion of your logo/name/ website in footer of all written communication for the event.
- Highlight your business or an individual (if desired) on our social media with link back to your business a minimum of 5 times prior to the event
- Hang your banner in one of our prime visibility spots...(e.g., equipment trailer, administration area, volunteer tent)
- Inclusion of your name whenever the mini-event is discussed at the Regional in announcements
- Opportunity to remain anonymous for any of these benefits

To submit your sponsorship, [click here to access the form](#).