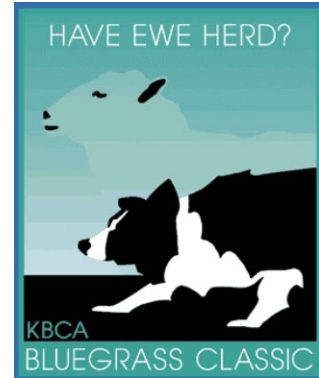


BE PART OF A GREAT EVENT!

The Kentucky Border Collie Association announces...
The 63rd Bluegrass Classic Sheepdog Trial
Masterson Station Park in Lexington, Kentucky
May 15-19, 2024



The Bluegrass Classic is one of the longest running, most prestigious stock dog trials in the country and draws hundreds of competitors from across both the United States and Canada. Many of them are dog breeders, trainers, and livestock owners. Spectators, including older adults and families with children, come to dog-friendly Masterson Station Park (often with “Fido” in tow) to watch a fascinating partnership play out as handlers and their dogs work together and against the clock to move small groups of sheep around a challenging course.

Having vendors at this event benefits everyone. You add quality to our spectators’ experience, which is a “win” for spectators and the Bluegrass Classic! And, of course, you win because a) happy spectators buy merchandise, and b) you get to keep all income from your sales! You pay only for space, and that cost is the same as it has been for the past several years: \$30 buys you a 12 ft x 12 ft area. Need more room? Just buy another space! We supply the grass and the spectators, and you provide the rest.

We distribute a free, printed program that has information about the rules/scoring of the trial, diagrams of the course, and a daily running order of handlers/dogs. The program also has a single list of vendors onsite, and information about our sponsors. You can increase your visibility in the program by purchasing an ad and/or becoming a sponsor, thereby driving more traffic to your booth. In addition, if you provide us with a short “script” about your business or product, we will read it over our public address system Friday through Sunday at no additional charge. We are also willing to promote your products by distributing any coupons or gift certificates that you provide to us.

For more information about ads or other sponsorship opportunities, please contact me. When you buy a vendor’s space, purchase an ad, or become a sponsor, you become a part of the team that works together to offer a very unique and memorable event to the public. Sheepdog trials are expensive to hold; nearly 500 sheep must be leased and transported to the site and qualified judges must be hired. The prospect of modest prize money for the top handler-dog teams each day, and for the top finishers on Sunday’s final, helps guarantee that this event draws top-notch handlers and dogs, and that the competition, while always friendly, is spirited. That energy, coupled with the beauty of Lexington in May, makes the Bluegrass Classic a wonderful spectacle. I sincerely hope that you can be part of it.

To join us as a vendor at the Bluegrass Classic, simply complete the Vendor Contract, available at our website: <https://bluegrassclassic.org>

Then mail the contract and your check to KBCA c/o Nisi Staley, 57 Lockwood Place, Ft. Thomas, KY 41075

Call me if you have questions. I hope to see you there!

Nisi Staley
Ft. Thomas, KY
nisire@aol.com
859-620-3398

**Kentucky Border Collie Association
Bluegrass Classic Sheepdog Trial
May 15-19, 2024, Masterson Station Park - Lexington, Kentucky**
CONTRACT FOR EXHIBIT SPACE

The undersigned ("Vendor") hereby applies for exhibit space at the Bluegrass Classic Sheepdog Trial.

1. COST: \$30.00 per booth, tent, table or truck.

Vendors must be self-contained. Vendors are responsible for booth set-up, including tents, tables, chairs, etc. Electricity is not available.

Please reserve ____ 12' x 12' booth(s) or ____ trailer space(s). Spaces are reserved on a first come, first serve basis. Vendors who are also Bluegrass Classic Sheepdog Trial Sponsors will have priority in selecting booth locations.

2. VENDOR WILL EXHIBIT THE FOLLOWING PRODUCT(S):

3. Days you plan to present your products? Wed. ___ Thurs. ___ Fri. ___ Sat. ___ Sun. ___

4. Are you also a Sponsor? See Sponsorship Form & send info, ad & fees per that form. Yes ___ No ___

5. Do you have dogs entered in the trial? Yes ___ No ___

5. PAYMENT:

____ 1st booth @ \$30.00 = _____
____ additional booths @ \$30 each = _____
____ trailer space @ \$30 = _____
____ additional trailers @ \$30 each = _____

Total Due = _____

Full payment of \$ _____ is enclosed. Vendor agrees to pay the full amount due on or before April 20, 2024. Failure to meet the payment deadline may result in exclusion from the Trial Program. No refunds without Trial Management approval.

CONTACT _____

COMPANY _____

WEBSITE/FACEBOOK PAGE: _____

ADDRESS _____

CITY/STATE/ZIP _____

TELEPHONE _____ E-MAIL _____

AUTHORIZED SIGNATURE _____ DATE _____

**MAKE CHECKS PAYABLE TO: KENTUCKY BORDER COLLIE ASSOCIATION (KBCA)
MAIL FORM AND CHECK TO: Nisi Staley, 57 Lockwood Place, Ft. Thomas, KY 41075**

Questions? Please email nisire@aol.com

Booth space is on a first-come, first-serve basis. Vendors who are sponsors have priority.

On the back of this page, please provide a few sentences about your business and products for the announcer to read to spectators throughout the day on Friday, Saturday, and Sunday.