



AKITA CLUB OF AMERICA

SHOW COMMITTEE

POSITION OUTLINES

PUBLICITY

GENERAL INFORMATION

All publicity goes through the Publicity Committee and must be ready by their deadline. The Publicity Committee is responsible for posting to the various email lists on a regular basis i.e. trophy deadlines, pre-order deadlines etc

Maria Medici has a master list of email lists and will be responsible for posting to lists. No one else should do this. Order of publicity:

- ❖ Trophies—start approximately a month and a half before the PL copy is due
- ❖ Ways & Means preorders—after flyer goes out
- ❖ Auction donations—need to start previewing items on the web if possible
- ❖ Special events and fundraisers
- ❖ Seating—timetable set by the chairs, offered in staggered fashion
- ❖ Entry closing
- ❖ Tickets & reservations

The Publicity Chair is responsible for ensuring the flyer package contains correct information and will also peruse the packet for any spelling or typing errors

The Publicity Chair will ensure the flyer package is delivered to the printer. The flyer package should be mailed 4 months before the opening day of the Specialty

FLYERS

The individual in charge of designing the flyer package will coordinate closely with the Show Chair, the Publicity Chair & the Ways & Means Chair

The flyer package will contain:

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| ❖ List of show committee chairs | ❖ Information pertaining to transportation, emergency veterinarian information, RV parking, trophy donations etc |
| ❖ Name of show superintendent | ❖ Information pertaining to seminars |
| ❖ Name of Host Hotel | ❖ Information and order form for catalog ads |
| ❖ Tentative Event Schedule | ❖ Preorder form for Ways & Means items |
| ❖ Listing of Judges | ❖ Maturity nomination form |
| ❖ Information and donation form for the annual ACA auction | ❖ CGC preregistration form |
| ❖ Preorder form for seminars, grooming space, banquet tickets etc | ❖ Information pertaining to deadlines |
| ❖ Information for ACA annual meeting | |

Template forms are available on the ACA website for downloading as either Microsoft Publisher or Microsoft Word documents which will provide a general outline of information that is required

The Ways & Means Chair is responsible for approving those pages pertaining to items available

When the flyers have been approved for publishing they will be converted to PDF format and sent to the Publicity Chair & the Show Chair to forward to the printer and to the Website Committee

Also will assist Trophy Chair & Seating with designing the Trophy cards & Seating Tags – samples are attached



Invitation



Trophy Card



Seating Tag