

TICA MARKETING OVERVIEW

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TICA Director Marketing & Business Development

Our president asked me to provide our members with a summary of what the Director of Marketing & Business Development has accomplished for TICA during the past fifteen months. Below is that summary.

January 2014 brought almost \$40,000 revenue to TICA in online website advertising sales. I believe that our website is a valuable asset and untapped revenue resource.

Since I came to TICA, two new corporate sponsors have come onboard: Dr. Elsey Precious Cat and Sturdi Products. Royal Canin had been a TICA partner for many years. In 2014, the Royal Canin sponsorship revenue to TICA and to Clubs increased.

These sponsorships resulted in the following:

\$31,500 sponsorship funding directly to 32 show/clubs in 2014

\$11,500 sponsorship funding received for advertisements in the TREND and TICA Year Book

Over \$6,000 funding to the 2014 TICA Annual

Affiliate Programs:

- 1) Embrace Pet Insurance was increased 50%, generating additional revenue to TICA.
- 2) Motel 6 renewed with consistent 5% of all stays revenue payments sent to EO.
- 3) Red Roof Inns with consistent 5% of all stays revenue payments sent to EO.
- 4) Young Again Food became a new affiliate, with 6% of all sales paid to TICA quarterly.
- 5) CritterZone pays TICA \$10.00 for each unit sold when referencing unique order number.

TICA became a member of two key pet-industry organizations, PIJAC (Pet Industry Joint Advisory Council) and WPA (World Pet Association). In the pet industry, dogs, fish, birds are all highly represented however, the Feline presence was deeply lacking. Through our membership in these two important organizations, TICA is now a voice for felines within the Pet Industry.

Events:

\$17,500 sponsorship was provided to TICA for hosting the World Cat Congress in Miami, which had a wonderful turn out and was great fun for everyone!

TICA hosted a great cat show and was the only feline presence at the 2014 America's Family Pet Expo, Costa Mesa, CA the largest and most upscale Pet Expo in the Country.

Major Projects:

1. **TICA's Colorful World of Cats Educational Coloring Book** was created, designed and funded by Dr Elsey Precious Cat for printing 30,000 full color beautiful copies for distribution. This project was very well received.
2. **TICA's World of Cats Breed Poster** Working with actual photographs, we created a 36 X 24 striking poster representing TICA's 63 breeds of cats. This was no small undertaking and took several months to complete. Dr. Elsey Precious Cat funded this project and will assist TICA in

distribution to veterinarian offices, vet schools, vet-tech schools, groomers, children classrooms, 4-H groups, pet expos, and our own breeders and clubs.

Make a Wish: Our eNewsletter provided an opportunity for “TICA Members” to wish for what they would like TICA to provide or accomplish. Some requests were:

1. TICA Therapy Cat Program. This was presented to the Board at the Summer 2014 Board meeting and approved to move forward.
2. Advertising in print media as well as Social Media. TICA participated in three Social Media Facebook give-away and prizes in 2014. This boosted our Facebook page in Likes and Reach.

January 2015 brought over \$45,000 revenue to TICA in online website advertising sales. Our website continues to be a valuable asset and untapped revenue resource

Sponsorship Funding:

In 2015, \$36,000 funding went directly to clubs/shows, In the first two quarters of 2015, over \$17,000 was funded to 23-clubs and another \$16,000 has been committed to 17-clubs (Regional shows received higher awards) in 3Q and 4Q/2015.

\$18,000 funding was provided for “Charter Club start-ups” to support new shows within TICA worldwide.

\$13,500 paid for advertisements in the TREND and TICA Year Book

\$3,000 sponsorship of the 2015 Annual in The Blue Danube Cat Club, Salzburg, Austria

Each TICA Region received \$1,000. ALL Regions, worldwide received this money to be used as decided by the region. In return, for accepting this money the Region agrees to place the Dr. Elsey Precious Cat logo (with hyperlink back to Precious Cat website) on the top half of each Regional website.

Affiliate Programs

Affiliate programs from 2014 continue. TICA is now working on co-branding products with manufacturers. Nekochan Ent is the first company with whom TICA has contracted. We are in negotiations with two additional companies. Co-branding gets the TICA logo out for the public to see in many different areas and on feline related products. Every logo displays our website so people can easily learn more about TICA.

Starting in late 2014 and continuing into 2015, the TICA eNewsletter began to generate revenue as companies purchased “ad space” within monthly issues. One example is UltraLite Cage Enclosures. This currently amounts to over \$3,600 in ad sales.

Events:

TICA’s World of Cats was a Gold sponsor at America’s Family Pet Expo, Costa Mesa, CA held on April 10 through April 12. (<http://www.petexpooc.org/events-attractions>) America's Finest Felines & Kat Knappers Cat Club hosted the cat show, breed booths, educational exhibits and Free Litter give away. **See also** <http://www.petexpooc.org/sponsors>

The Denver County Fair held in Denver, CO at the National Western Complex is scheduled for July 31 through August 2, 2015. This will be the first year for the Kitten Pavilion. TICA, along with Dr. Elsey

Precious Cat (a Denver based company) are sponsoring the entire pavilion! Yellow Rose Cat Club will host the cat show and TICA is sponsoring the entire cat exhibit. Visit the Denver County Fair website to see our TICA logo! <http://www.denvercountyfair.org/kitten-pavilion/>

Major Projects:

1. **TICA's World of Cats Visitor Guide** was created and designed for use at cat shows and pet expos to highlight what TICA is about. It includes important educational information to the public about cats. This is a beautiful full color publication. 30,000 copies were printed and are available to clubs by request to EO for copies. Dr. Elsey Precious Cat again deserves thanks, along with our breeders for purchasing ads to fund the design, printing, and distribution costs.
2. **Three new re-designed TICA informational/educational brochures** are in the works.
3. **London Pet Expo received \$3,000** sponsorship from TICA corporate partners to make this a renewed presence for TICA. (TICA Canceled Participation, funds have been re-allocated)
4. **TICA's Colorful World of Cats** educational coloring book. *An additional* 30,000 copies were printed for distribution. We recently received a request from a veterinarian office in Tennessee asking for "more copies" of our well-received coloring book for its customers. This gets the word out about TICA.

Make a Wish: A request in our eNewsletter was made for "TICA Members" to wish for what they would like TICA to provide or accomplish.

Here are some of the requests that we have fulfilled in 2015:

1. Advertising in print media as well as Social Media. TICA's 63 Breeds of Cats are being highlighted in the Feline Wellness print publication Annual issue. TICA has a wonderful write up about who we are and what we do. This publication is distributed in Whole Foods markets and others as well as online.
2. KTLA Morning Show and News highlighted LIVE from the America's Family Pet Expo, six breeds of our cats with their owners! At early morning curtain call at 4:45 AM, the largest televised morning show in the five counties of Los Angeles, Orange, Riverside, San Bernardino, and Ventura showcased owners and their lovely cats. With over 22 million people, southern California contains roughly 60% of California's population. Awesome and great exposure for TICA and our cats. The TV anchor also featured an Agility Demo cat through the Feline Agility course at the Expo.
3. Facebook co-promotional contests and highlights continued through 2015, partnering with outside companies such as, PetPages.com
4. "Cats to be petted" at shows. At the 2015 TICA World of Cats show and Pet Expo, Costa Mesa, CA, we scheduled not only numerous cats to interact with the public at the Pet Expo but additionally created for the first time a "KISSING BOOTH". This booth highlighted interaction between cats and the public.
5. \$5,000 was funded to develop the Therapy Cat program which was approved by the Board in 2014.