

# Potomac Valley Bernese Mountain Dog Club – Independent Specialty



February 22, 2017

The Potomac Valley Bernese Mountain Dog Club (PVBMD) is licensed by the American Kennel Club (AKC) and is a non-profit, breed-specific club centered in the Washington DC metro area. From July 13-16, 2017, PVBMD will host our 19<sup>th</sup> Independent Specialty with 4 action-packed days of Rally, Conformation, and Obedience competitions and fun parades. Our Specialty is one of the most popular Bernese Mountain Dog events on the eastern seaboard and regularly draws a large contingent of both exhibitors and spectators.

2017 marks a shift from our traditional February date with its invariably inclement weather to a more temperature-friendly date in July and we are optimistic that without the threat of snow, the turnout to our event will be even more substantial than ever.

I am writing to solicit your generous support of our event in the form of either a monetary contribution or the purchase of advertising space in the show catalog. Your donation will go directly to help defray the costs associated with holding our event.

Details associated with both the purchase of an ad and sponsorship donation can be found on the following pages.

In addition to the exhibitors and spectators in attendance, membership of our Club is comprised of nearly 100 passionate Berner enthusiasts in the Northern Virginia / Maryland area. Your support will be noted and acknowledged by those who live (and shop) in your communities.

The Potomac Valley Bernese Mountain Dog Club very much appreciates your kind consideration of our request.

Sincerely,

Scott Merritt

Board of Directors, Potomac Valley Bernese Mountain Dog Club

scott.merritt@hotmail.com

(703) 930 0698

[www.pvbmdc.org](http://www.pvbmdc.org) or [facebook.com/Potomac Valley Bernese Mountain Dog Club](https://www.facebook.com/Potomac Valley Bernese Mountain Dog Club)

# CATALOG ADS



Advertising or logo space can be purchased for:

**Full Page (4 ½ x 7 3/8): \$100**

**Inside Cover: \$120 (Full Page Ad ONLY)**

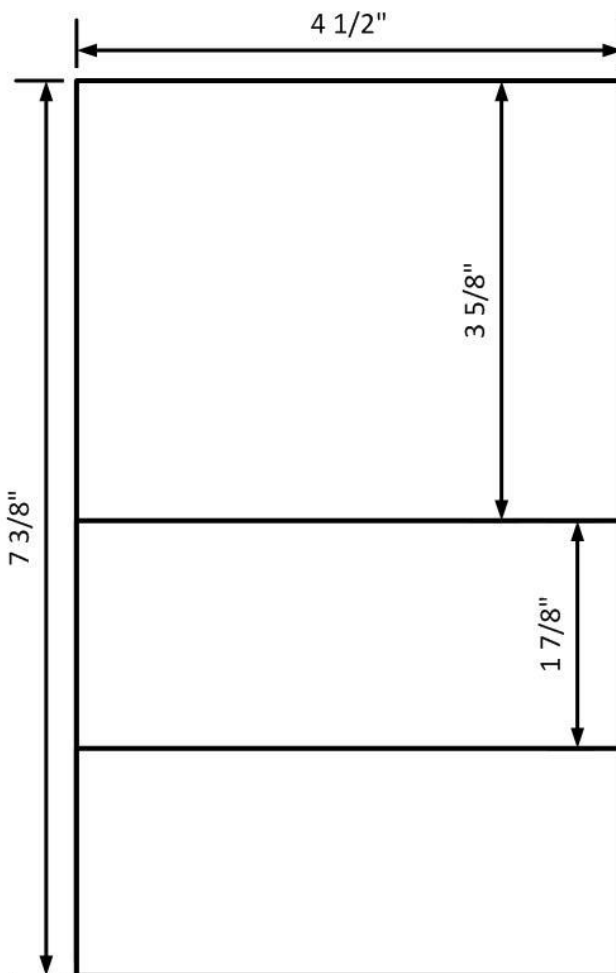
**Half Page (4 ½ x 3 5/8): \$60**

**Quarter Page (4 ½ x 1 7/8): \$40**

## IMPORTANT NOTICE:

- All catalog printing is done offset.
- Unless an ad is camera-ready, composition will be made at the printer's discretion.
- Any ad less than one quarter page will be made and billed as a quarter page.
- Reproductions from show catalogs, telephone books, business cards, etc. result in POOR QUALITY and are not guaranteed.
- Print or type all ad copy to avoid typographical errors.

**AD LAYOUT AND PAYMENT  
MUST BE RECEIVED BY  
10 MAY 2017  
Make checks payable to:  
PVBMDC**



NAME: \_\_\_\_\_

CONTACT PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

AD SIZE: \_\_\_ Premium (\$120) \_\_\_ Full Page (\$100) \_\_\_ Half Page (\$60) \_\_\_ Quarter Page (\$40)

AMOUNT ENCLOSED: \_\_\_\_\_

**Submit completed form and ad design to: [scott.merritt@hotmail.com](mailto:scott.merritt@hotmail.com)**

**Mail checks to: 22825 Highcrest Circle, Ashburn, VA 20148**

# DONATION FORM



If you chose to show your support in the form of a donation, our sponsorship is divided into 4 tiers:

**Diamond: \$200 or greater**

**Platinum - \$100 - \$199**

**Gold - \$50 - \$99**

**Silver – up to \$49 (minimum donation \$25)**

**ALL DONATIONS MUST BE  
RECEIVED BY  
10 MAY 2017  
Make checks payable to:  
PVBMDC**

	SILVER	GOLD	PLATINUM	DIAMOND
Acknowledgement in Catalog	✓	✓	✓	✓
Inclusion of Your Logo or Graphic on Separate Page of "Thanks"		✓	✓	✓
Free Quarter Page Ad *			✓	
Free Half Page Ad *				✓

\* Complete and submit Ad Form along with this page

NAME: \_\_\_\_\_

CONTACT PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

AMOUNT ENCLOSED: \_\_\_\_\_

**Submit completed form and any graphics to: [scott.merritt@hotmail.com](mailto:scott.merritt@hotmail.com)**

**Mail checks to: 22825 Highcrest Circle, Ashburn, VA 20148**



# Back Home Back-2-Back Specialty Celebration July 13-16, 2017



*The Potomac Valley Bernese Mountain Dog Club  
19th Independent Specialty  
Returns to the Frederick Fairgrounds  
797 East Patrick Street, Frederick, Maryland 21705  
All Buildings Are Air Conditioned*

**Thursday, July 13: 1<sup>st</sup> Rally Trial - Judge Pat Fallon**

**Friday, July 14: Specialty #1**

**2<sup>nd</sup> Rally Trial - Judge Pat Fallon**  
**Sweepstakes - Judge Lilian Ostermiller**  
**Juniors - Judge Cathi DiGiacomo**  
**Conformation - Judge Maija Heinilä**  
**Social Hour after Best of Breed**

**Saturday, July 15th: Specialty #2**

**Sweepstakes - Judge Sherri Starbird**  
**Juniors/Conformation - Judge Bob Busby**

**Sunday July 16th: Obedience Trials\***

**2 obedience trials - Judge John Landis**  
\*Location Breakaway Action Dogs training facility

Show Chair: Maria Crifasi, [maria4bern timers@gmail.com](mailto:maria4bern timers@gmail.com)  
Show Secretary: Susan Trivers, [susan@susantrivers.com](mailto:susan@susantrivers.com)

**Beautiful and unique Berner-themed trophies**  
**Exciting two-day raffle with amazing one of a kind Berner-themed items**  
**Puppy Match following Best of Breed on Friday, July 14th, 2017**

❄️ **Vendors** ❄️ **Vendors** ❄️ **Vendors** ❄️

**Three Parades: Titleholders, Veterans and Pet Pals**  
**Opportunity for Family/Berner portraits!**

*It Doesn't Snow in July!*

*Design by Beth Schmoeger*