

WELCOME TO THE NATIONAL CHAMPIONSHIP

Every dog owner knows that dogs are able to pick up scents that don't catch the attention of their handlers. One study estimated that dogs can pick up odours up to 100,000 times better than humans can. Historically these abilities were embraced, and many breeds of dogs were developed to assist people in searching, hunting, and locating.

The North American Sport Dog Association (NASDA) was formed in 2016 to demonstrate the breadth of these olfactory abilities. Trials are designed to resemble both historic working and competitive field work as closely as possible. NASDA Working Dog Trials offers an opportunity for all dogs to engage in scent games previously open to only a select few breeds and working dogs. Competing teams can get titles and championships that showcase their merits and abilities within hunt and search situations.

NASDA AIMS TO

- Encourage ALL dogs to play the exciting NASDA Working Dog events. This includes but is not limited to purebred, mixed breeds, companion dogs, or titled champions.
- Provide a venue for all breeds to earn working-style titles in North America.
- Qualify and certify judges so that working dog events may be held to consistent standards.
- Maintain a registry of trial results and titles awarded.
- Welcome physically challenged dogs or handlers.
- Promote good sportsmanship both in and out of the ring.
- Be a venue where dogs and handlers work together as a team in an atmosphere of fun and enjoyment while honing their skills and earning awards for their efforts.

NASDA'S GROWTH IN NORTH AMERICA – OVER 2,300 TEAMS COMPLETED IN 2023

Canada

- In 2021 there was one (1) NASDA Club in Alberta. In 2024 there are now eighteen (18) Clubs.
- 2 Clubs in BC, 18 in AB, 4 in SK, 1 in MB, 4 in ON
- In 2021 there were two (2) NASDA events in Alberta, in 2024 there are already twenty-one (21) events on the calendar.

United States

- In 2023, more than 40 Clubs were registered in the States of Alabama, Illinois, Indiana, Louisiana, Montana (3 clubs) New Jersey, Pennsylvania, South Carolina, Texas, Virginia, Washington (10 clubs), and Wisconsin.
- In 2022 there were 170 events, in 2023 there were 222 events.
- As of February 11th, 2024, there are 125 events registered.

ADVERTISING/SOCIAL MEDIA REACH

NASDA will be spending a large amount of time drumming up social media and advertising attention for the National Championship being held in Millarville, Alberta, Canada. We have media and advertising promoting the National Championships before and during our event. Beyond the Calgary media market, we have also advertised coverage in;

- Website: <https://www.2024invitationalsyyc.com>
- FaceBook Page for [NASDA Dog Trial Enthusiasts](#) has over 2.3K members
- Official FaceBook page for [North American Sport Dog Association](#) has over 2.2K members

We continue to nurture our social media and advertising relationships to ensure that not only is NASDA NATIONAL CHAMPIONSHIP is a destination for exhibitors and vendors, but also for the public.



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