

The **Rally Dog** Sub-Committee, through the Western Cape Provincial Council, request approval from the Federal Council for 2 items.

1. Inclusion of KUSA and FCI Logo on RALLY DOG Documentation and the approval of the new branding

The **Rally Dog SA** brand and corporate identity was developed in 2019, prior to the discipline being ratified by the KUSA. The intention was to create a clear, powerful, and consistent brand, linked to an experience that would entice and encourage new handlers to join the sport of **Rally Dog**. This has been achieved, and there is now a very recognizable and well-accepted brand identity.

Following the successful introduction of **Rally Dog** in the Western Cape, and the establishment of a sub-committee, there is a drive in place to launch in both KZN and Gauteng. Once these provinces are up and running the National Sub-Committee will be established.

The official national ratification of the discipline by KUSA and the approval of Schedule 5T is concluded. The Sub-Committee is excited to include the official logos of both the KUSA and the FCI and welcomes this wonderful accreditation: providing National and international credibility to **Rally Dog**.

As further reinforcement of the commitment of **Rally Dog** as KUSA discipline, the Sub – committee have updated the original *Rally Dog SA* Corporate Identity Style Guide by dropping ‘SA,’ and incorporated KUSA and FCI logos.

The following changes have been made:

- All communications will be under the heading of **Rally Dog**
- The ‘SA’ part of the brand has been removed from the brand identity
- The KUSA and FCI logos are included in the Brand identity
- All documentation will include the wording **All Rally Dog events are held under the Rules and Regulations of Schedule 5T of the Kennel Union of Southern Africa.**

The artwork for the new branding is attached

Once approval is received, the sub-committee plans to move forward and update all of the required documentation. The changes will be translated into the various social media environments such as Facebook, Instagram, YouTube, E-Mail signatures as well as other marketing collateral inter alia T-shirts, caps, facemasks, stickers, flyers, digital announcements, to name but a few.

2. Rally Dog versus Rally as a naming convention

The market research conducted supports a request to submit a change to the naming convention of Schedule 5T.

As more and more dog sport enthusiasts are using social media to access information it is necessary to differentiate Rally Dog from Rally Cars. The name Rally Dog is to ensure that people searching online for information and receiving information know that it is the **dog sport** and not rally motorsport.

Should this be acceptable, the Sub- Committee will follow the due process through the Provincial council to the KUSA office.

