



Free Sweeps

The original idea came from a West-Coast Collie breeder that I had dinner with at the Oklahoma City Collie Club of America National. She mentioned that her club did not charge for sweeps, gave a large Best in Sweeps prize, and that they had a lot of puppies entered at their specialties. I questioned her a bit more on the logistics, and then brought the idea home to my club. That upcoming specialty was to be the first specialty where I was the Show Chair. I spent months arguing this is a sound idea that could work, and why don't we try it once; please, please, please.

I have included some figures below, which show the breakdown of the club expenses. One for one, it looks like the club loses money with the free sweeps model. However, when you consider the cost to the exhibitor, it is clear that when they can bring three puppies for the price of two; or five puppies for less than the price of four, they will. So maybe a sweeps/puppy entry of 22 (\$ 550) goes up to 31 (\$ 775) because of free sweeps. I had figured out that our club was making approximately \$90 per day (an average of 25 puppies) with the "club expense" part of the Sweeps fees. This translates to four regular class entries. I figured that the lure of free sweeps would more than make up this money.

Assumptions:

\$ 25 Regular class entry fee

\$ 12 Sweeps entry fee (I used \$12 x 30% for the calculations below, since most clubs keep 30% for expenses)

Club Income: Regular Sweeps model (income of \$28.60 per puppy); Free Sweeps model (\$ 25 per puppy)

- 5 puppies: \$ 143 (\$ 125)
- 10 puppies: \$ 286 (\$ 250)
- 20 puppies: \$ 572 (\$ 600)
- 30 puppies: \$ 858 (\$ 750)
- 40 puppies: \$ 1144 (\$ 1000)

Cost to Exhibitor: (regular model; free model):

- 1 puppy: \$ 37 (\$25)
- 2 puppies: \$ 74 (\$50)

- 3 puppies: \$ 111 (\$75)
- 4 puppies: \$ 148 (\$100)
- 5 puppies: \$ 185 (\$125)

We give \$100 Best-In-Sweeps prize, sponsored by the club, and a \$50 Runner-Up prize, sponsored by a club member. We also make sure the puppies have fun by giving toys to all participating puppies (donated by our agility program, but cheaply available from PetEdge) and home-baked all-natural cookies to the placements.

We have found that handlers who are not willing to show in traditional sweeps because of the lack of value (i.e. too much grooming for too little prize) will show for the chance at \$100. It is rare for a puppy entered in regular classes to not be entered in sweeps.

This style of sweeps has, in the past two years, spread like wildfire, with more and more clubs trying it. I hope all clubs are as successful as we have been.

If anyone has any questions about the show, please feel free to call or e-mail me.

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