



The North East Dog Festival

The region's ultimate
celebration of dogs.

Trade & Sponsor Pack 2026



Saturday 22nd & Sunday 23rd August 2026

A weekend where dogs take centre stage.

Now heading into its next exciting year, the North East Dog Festival has become a must-visit event for dog lovers from across the UK.

Set within the beautiful grounds of Kirkley Hall in Northumberland, the festival is all about celebrating dogs, their people, and the incredible community that connects them.

- ✳ **Main ring displays**
- ✳ **Have-a-go activities**

- ✳ **Charity dog shows**
- ✳ **Over 120 trade exhibitors**



Our Vision

To be the North East's leading celebration of dogs — promoting welfare, education, whilst uniting people, pets, and communities in one unforgettable weekend.

Our Mission

To create an inclusive, dog-friendly festival that inspires, educates, and entertains — bringing together owners, experts, and brands to give every dog the best life possible.



Core Values



Welfare First

Every dog's wellbeing comes before everything else. From safe activities to calm spaces, we create an environment where all dogs can enjoy the day, whatever their age or ability.

03



Education & Inspiration

We connect owners with experts, trainers, and welfare professionals to share knowledge, spark curiosity, and help every visitor learn something new about their dog.



Community Spirit

The festival thrives on connection — bringing together families, clubs, charities, and businesses to celebrate dogs. Most of our instructors have been with us since the first year and many we know personally.



Memorable Experience

We believe events should make tails wag and people smile. Every moment at the festival is designed to be fun, welcoming, and memorable for dogs & humans alike.

Core Values



Integrity & Passion *Paws over Profit*

Run by dog lovers for dog lovers, we pour heart and honesty into every detail. As a team we've built the festival from the ground up, keeping it authentic and full of purpose.

From setup to break down, in house marketing and planning of each and every detail. This means we can work closely with every sponsor, trader and activity provider to get the **absolute best experience possible** - we live and breathe this festival.

The Power of Partnership

Sponsoring the North East Dog Festival **isn't just about putting your logo on a banner** — it's about becoming part of something that truly connects with people.



Our sponsors help us deliver an event that celebrates dogs, champions welfare, and creates lasting memories for thousands of visitors. When brands and businesses join the festival, they're joining a trusted community that values authenticity, family, and fun. From national names to local independents, **our sponsors and traders tell us the same thing every year — this event feels different.**

Why it works

- ✳ A friendly, loyal, and engaged audience that values quality and community.
- ✳ A family-run festival with genuine passion and a proven reputation for excellence.
- ✳ Long-lasting brand goodwill through positive, memorable encounters.
- ✳ Across the team we have over 30 years experience of dogs - and compete, train and teach in a variety of disciplines.

2025 Statistics At A Glance



Visitor Numbers	6,500+ across the weekend
Exhibitors & Traders	Over 125
Activities & Rings	20+ interactive areas
Visitor Satisfaction*	94% rated Good or Excellent
Return Intent*	95% plan to attend again
Visitor Spend*	£30–£100+ average
Social Reach	35,000+ followers across platforms

*taken from a 2025 visitor feedback survey of 185.

Sponsorship & Investment



We don't have a set package list; instead our in-house team will work with your budget and goals to create something completely bespoke.

We want you to get the most from your sponsorship so email us and we can schedule a chat.

Sponsoring the North East Dog Festival is more than a weekend of exposure — it's an investment in direct engagement, brand trust, and long-term visibility.



Choose the level that fits your business

With packages starting from just £550+ VAT, you can reach thousands of passionate dog owners for the equivalent of less than £20 a week across several months of promotion.

Your Sponsorship could include....

- ✳ Arena or feature area naming rights
- ✳ Sponsored content to our 9.5k-subscriber email list
- ✳ On-site branding (banners, flags, PA announcements PLUS rosette and certificate branding)
- ✳ Social media promotion to over 30,000 followers
- ✳ Free trade pitch space and giveaway tickets
- ✳ Website space and blog placement
- ✳ Show guide advertorial

Plus so much more...



Trade Stand Pricing

With thousands of visitors, high engagement, and a packed program of displays and activities, the North East Dog Festival is the perfect place to connect with dog lovers from across the region. Our trade stand options offer excellent value and visibility for businesses of all sizes.



Important Information

Bookings are for the full weekend and include wifi and exhibitor weekend passes.

*Limited 'reduced fee' charity spaces available on application; Please note this discount is only available on outdoor 4m and 7m spaces.

Outdoor Non Catering Options

You will need to bring your own suitable marquee/gazebo.

4mx4m £189 + VAT (£226.80 total)

7mx7m £329 + VAT (£394.80 total)

8m + charged at £50 perM + VAT (£60perM)

**Please note;
single days
cannot be
booked.**

Outdoor Hot Food Options

Hot food catering is limited and we aim not to duplicate food types where possible. Please ensure you book a pitch large enough to accommodate your setup, including guide ropes and any fold out menus so as not to encroach on other trade space.

4mx4m £259 + VAT (£310.80 total)

7mx7m £415 + VAT (£498 total)

8m + charged at £65perM + VAT (£78perM)

Indoor Marquee

Your space will be within our countryside marquee. You will have a 10ft by 6ft space marked out which includes a 6ftx2ft table and two chairs. If you require a corner or a back wall please add that in notes and we will accommodate as best we can. You may bring an additional table/grid structure as long you remain within your 10ftx6ft space.

10ft x 6ft space £175 + VAT (£210 total)
includes one table and 2 chairs.

Marquees

Our outdoor marquees will be provided by Collingwood Marquees with a professional marquee style cover ideal for those that don't want to gamble with the weather or want a secure covered space. Does not include flooring. Larger sizes available on request.

Price on application.

Please ensure you book a pitch large enough to accommodate your setup, including guide ropes. 4x4 is ideal for a 3mx3m marquee and 7mx7m ideal for a 6m marquee.

Reach and Engagement

The festival is fantastic exposure throughout the year. The team work year round with the aim of reaching thousands of visitors, as well as posting engaging content across our Facebook and Instagram platforms. Search #northeastdogfestival to see hundreds of posts.

Data taken Jan - Sep 2025



✿ Facebook

19.2k followers
1.1 million views

✿ Instagram

8154 followers
Reach 22.6k
Views 417k

✿ Email

9.5K subscribers

✿ Website

38k visitors
17K blog post views

✿ Visitors

Saturday 3390
Sunday 3500
of the above more than 500 people
came along for the full weekend.

Did you know?

Over 10,000 dogs came along to our last festival. - more than 500 people brought 2 or more dogs and some people even brought 4 or more!

Data taken from online ticket question only. Not including on the day or non-visitor dogs.

Important Dates

- Interest forms open for 2026
Monday 17th October 2025
- Booking forms sent to approved traders
January 12th - May 31st
- Trade stand bookings close
Friday 12th June
- Confirmed trader list announced
Monday 3rd August





Lets talk

Email

info@northeastdogfestival.com
trade@northeastdogfestival.com

Website

www.northeastdogfestival.com

Stay connected

Facebook

[/thenortheastdogfestival](https://www.facebook.com/thenortheastdogfestival)

Instagram

[/northeastdogfestival](https://www.instagram.com/northeastdogfestival)

LinkedIn

[the-north-east-dog-festival](https://www.linkedin.com/company/the-north-east-dog-festival/)

TikTok

[@thenortheastdogfestival](https://www.tiktok.com/@thenortheastdogfestival)