Trade & Sponsorship 2023

The North East Dog Festival

www.northeastdogfestival.com
info@northeastdogfestival.com

Introducing...

“Across the team we have over 30 years experience of dogs - and compete, train and teach in a variety of disciplines. Outside of dogs we are very lucky that our team has knowledge and experience in everything from event management to social media marketing and everything in-between. As a team we live, breath and work with dogs everyday. The event is the result of years of passion, dedication and investment to create an annual one of a kind festival for dogs. **The North East has a fantastic consumer base crying out for everything this event has to offer.”**

Festival Directors
Rebecca Ashworth Earle and Dawn Oliver Doyle

LtoR
Dawn Oliver Doyle, Border Collie Maverick, Rebecca Ashworth Earle

For the dogs...

We wanted to create an event, that as dog owners, we'd love to visit.

This year The North East Dog Festival will return to Kirkley Hall in Northumberland. A fantastic venue with the space and central location to suit everything our festival needs.

Welcoming not just visitors but an audience of dog owners, trainers, clubs, exhibitors and competitors.

Key info...

- Saturday 2nd and Sunday 3rd September 2023
- Kirkley Hall, Ponteland, Newcastle, NE20 0AQ
- Ticketed with expected attendance of 10,000

Trade Stand Pricing

Bookings are for the full weekend and include four weekend passes. *Limited ‘reduced fee’ charity spaces available on application.

Outdoor Pitch 4m* frontage

Non-catering 4mx4m
perfect for a 3mx3m gazebo & vehicle
£165

Hot Food 4mx4m
perfect for a 3mx3m gazebo & vehicle
£225

Outdoor Pitch 7m* frontage

Non-catering 7mx7m
perfect for a 6mx6m gazebo & vehicle
£290

Hot Food 7mx7m
perfect for a 6mx6m gazebo & vehicle
£375

Outdoor Pitch 8m+frontage

Create your own space with bespoke options. 8mx7m minimum booking.
Non-catering £42perM
Hot Food £56perM

Market Stalls/Shedding

Perfect for those that need a structure already setup on arrival. This does not include flooring. Larger sizes available on request.
3mx3m Market Stall - £400
3mx6m Market Stall - £515
6mx6m Marquee - £650

Trade Stand Pricing

You can easily apply for a trade stand via our website www.northeastdogfestival.com

N.B. The team are working with a company to provide Wifi boosters for the event to give the best experience possible.

Countryside Marquee

Countryside Marquee our large countryside marquee houses a limited number of tables and ideal for anyone needing indoor space.

2ftx6ft indoor marquee table - £150

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Our festival is built from the ground up with us every step of the way. 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 North East had nothing like this until we took a leap of faith all the way back in 2017 and what a journey it has been - and how many barriers we have lifted along the way!

As a team we hold a very strong belief that our dogs should be given the best life possible for the short time they grace our lives - and that is very much the inspiration for this event.

Sponsor Packages

Would you like the opportunity to be involved in one of the biggest family events in the North East? Our festival welcomes a wide demographic of visitors so it's the perfect opportunity to get your brand in front of thousands of people.

Headline Partner £POA

Link your brand with one of the biggest events in the North. It's an event that is ever-growing and offers the opportunity for immense exposure, both on the day of the festival and pre and post festival.

Dog Show Sponsor £1500

Always a very high footfall area and great for generating social content - the charity dog shows are run by experienced teams with hundred of rosettes up for grabs.

K9 Aqua Sports Dog Diving £3499

A game changer for any event, K9 Aqua Sports welcomes visitors and their dogs to try out the sport of dock diving into a 100,000L pool. With a queue most of the day and just as many standing to watch.

Attraction Sponsor £1250

The festival boasts several high footfall areas with attractions including a main arena, wellness marquee, breed hang out and larger have a go activity areas such as the gundog scurries, scentventure and more.

Sponsor Packages

Looking to create something more bespoke?
With everything from show programme advertising to banner placement, festival champion and more. Get in touch to see what we can do for you.

Have A Go Sponsor £449

The have-a-go activities at the festival are some of the most popular aspects of our event. Run by experienced instructors from across the region. With everything from agility to parkour and more.

Why the North East Dog Festival?

- The festival welcomes thousands of visitors and their dogs in within the backdrop of a 17th century, Grade II country mansion in the heart of the countryside.
- Multiple Dog Shows ran by fantastic charities raising £1000s
- Main Arena with professional trainers and clubs showcasing everything from flyball to agility, whippet racing to gundog training and more
- Wellness Zone with expert seminars and speakers throughout the weekend
- K9 Aqua Zone with 100,000 litre dock diving pool
- Over 10 different have-a-go activities ran by dog training professionals and local clubs with 1000s of dogs taking part
- Dog friendly - yes people can bring their dogs along with them on the day!
- Extensive socials and content pre and post event with professional photographers and videographers
- The festival is unlike any other in the area just 20 minutes drive from Newcastle with hotels within 6 miles welcoming visitors from all over the North East, Cumbria, Teeside, North Yorkshire and the Scottish Borders
- Exposure to not just visitors but an audience of dog owners, trainers, clubs, exhibitors and competitors
- Under 16s go free, dogs go free and free general parking!
- Great value ticket prices for visitors! £10 per adult early bird available online via Eventbrite
- Marketing across the NE across a range of mediums throughout the year

Insights

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.

Facebook & Instagram

20K followers

Social Reach

348,000+

April-September 2022

Website Visits

40,000+

April-September 2022

Email Subscribers

5000+

Festival Visitors

6000+ per day

2022 Ticket presales

3900+

“Thank you so much for having Team Scentventure again this year! It was absolutely amazing - huge Kudos for organising the best dog festival in the UK” Katie Guastapaglia, Dogwood Adventure Play.

“So well organised, dogs were all so happy wandering around, great atmosphere, shopping and food” Mandy Bainbridge

Join us on socials

If you would like to know more about our team or the festival just get in touch and we will be happy to help. Trade bookings available via our website.

info@northeastdogfestival.com
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Social links **#northeastdogfestival**
www.instagram.com/northeastdogfestival
www.facebook.com/thenortheastdogfestival