

etcrematorium



2024 Trade & Sponsor Pack

Saturday 31st August
Sunday 1st September

Now in it's seventh year, The North East Dog Festival has earned its place as one of the biggest dog centred events in the North.

It's a canine celebration like no other! Set against the picturesque backdrop of Kirkley Hall, the festival has charmed its way into the hearts of thousands of dog lovers.

Working closely with experienced clubs and instructors, expert speakers and professional displays; visitors have the chance to access a wealth of knowledge - all in one place.



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, instructors, training clubs, exhibitors and competitors.

Key info...



Saturday 31st August
Sunday 1st September



Kirkley Hall,
Ponteland,
Newcastle, NE20 0AQ



Ticketed with
expected attendance
of 8,000 across the
weekend



Outdoor Trade Stand Pricing

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

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



Outdoor 4m* frontage

4mx4m (perfect for a 3mx3m gazebo & vehicle)
£180

Hot Food 4m* frontage

4mx4m (perfect for a 3mx3m gazebo & vehicle)
£245



Outdoor 7m* frontage

7mx7m (perfect for a 6mx6m gazebo & vehicle)
£310

Hot Food 7m* frontage

7mx7m (perfect for a 6mx6m gazebo & vehicle)
£395



Outdoor Pitch 8m+frontage

Create your own space with bespoke options.
8m minimum booking.

Outdoor - £46perM
Hot Food - £60perM

We will be working with DW Media again to provide free Wifi boosters for the event to give the best experience possible.



Indoor & Shedding Stand Pricing

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



Market Stalls/Shedding

Perfect for those that need a structure already setup on arrival. Our trusted provider is Collingwood Marquees This does not include flooring. Larger sizes available on request.

3mx3m Market Stall - £420

3mx6m Market Stall - £535

6mx6m Marquee - £660



Indoor Marquee

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

2ftx6ft indoor marquee table - £165

We will be working with Daniel at DW Media again to provide free Wifi boosters for the event to give the best experience possible.

Camping is strictly limited and on a case by case basis and will incur an additional charge.



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



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.



Why the North East Dog Festival?

The festival welcomes thousands of visitors and their dogs against the backdrop of a 17th century, Grade II country mansion in the heart of the countryside - just 20 minutes from Newcastle.

Plus...

- 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 Tipi with expert seminars and speakers throughout the weekend
- Over 12 different have-a-go activities ran by dog training professionals and local clubs with 1000s of dogs taking part
- Dog friendly - absolutely!
- Extensive socials and content pre and post event with professional photographers and ambassadors
- Unlike any other event 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. It is also on a bus route between the airport and Morpeth
- Exposure to not just visitors but an audience of dog owners, trainers, clubs, exhibitors and competitors
- Under 5s go free, dogs go free and free general parking!
- Great value ticket prices for visitors! £10 per adult early bird available online before the festival.
- Marketing across the NE across a range of mediums throughout the year

and so much more...



2023 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.

Socials

Over 23,000
across Facebook
and Instagram

Reach 339,356
April-September 2023

Email

6000+ subscribers
Over 122,000 emails
sent between April
and September 2023

Website

40,000+ visitors

Blog

6,500 visitors and over
12,000 post views
April-September 2023

Visitors

2023 online ticket
sales 5743

+traders, training
clubs & exhibitors

Dog Shows

Newcastle Dog
and Cat Shelter
raised over £2700
and Roo's Journey
raised over £1000

Dogs

Approximately
4242 dogs came
with their owners.

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



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 stand applications can be made via our website.
www.northeastdogfestival.com

E: info@northeastdogfestival.com
E: trade@northeastdogfestival.com

Social links #northeastdogfestival

www.instagram.com/northeastdogfestival
www.facebook.com/thenortheastdogfestival

