



THE  
**NORTH EAST  
DOG FESTIVAL™**

SATURDAY 9TH SEPTEMBER  
KIRKLEY HALL NORTHUMBERLAND



**2017 SPONSOR PACK**  
[WWW.NORTHEASTDOGFEStIVAL.COM](http://WWW.NORTHEASTDOGFEStIVAL.COM)

# THE North East Dog Festival™

## SPONSORSHIP OPPORTUNITIES

The North East Dog Festival is back for 2017 and its going to be bigger and better than ever. We have a new team, new venue and unlimited ideas! You can be part of it with our trade stand and sponsor opportunities. Don't miss out on getting your brand out to 1000's of people with one of the Norths biggest and best up and coming festivals,

The North East Dog Festival

Saturday 9th September 2017

Kirkley Hall Campus, Ponteland, Northumberland, NE20 0AQ

## ABOUT THE SHOW

In 2015 our team set out to create a whole new family event in Northumberland. With everything from trade stands, to shows, to displays and everything in-between - the first festival saw over 10,000 people and twice as many dogs. It set a stage showcasing the wonderful charities, businesses and clubs that the North East has to offer – and the feedback and press afterward was simply amazing.

In 2016 we decided it was time to make a few changes, build a new team and find a venue that could hold more than our previous location – (we have big ideas you know). Kirkley Hall fitted the bill; with its amazing grounds, abundant parking and ample facilities, it was a clear choice. With such a huge book of plans and a date in mind the team decided 2017 was to be the year for our festival!

The team are currently working hard behind the scenes to create something special and 2017 can't come soon enough! But until then; we hope to work with businesses throughout the North and beyond to provide a stage that you can thrive on. Having already secured major main ring attractions and an eye watering list of activities; read on to find out how you can be part of the day.

## MAIN ATTRACTIONS – EVERYONE NEEDS A HOOK, LINE AND SINKER

For the first time at a show in the North East we will have the K9200 Display Team and Kipperbridge Gundogs. Caroline and Adrian Slater lead the nationally recognised team – and together they will put on a main ring display that is sure to wow the crowds. Performing for the last several years in the main ring at the world's biggest dog show - Crufts – they certainly know what it takes to get the crowd going! We also have the Drakes of Hazard duck display team all the way from Argyll, duck herding and collies are on the cards for this funny, fast paced display!

For the first time at the festival we will also have an educational area and a live stage! With world renowned guest speakers, local bands and even a Zumba crew. Flash mob anyone?

That's not all... (really I hear you say?) our showground will be packed out with shopping, music, food, (including a bar) alongside activities the whole family can enjoy, such as treasure trials, zip wire, climbing wall, funfair and more. Not to mention free zoo entry included in the ticket price. Plus you will be able to buy tickets online – and parking is free!

Read on to find out more about what we have to offer on the day;



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## WHAT'S ON

Flyball Interclub Tournament  
Agility Show  
Scentwork Competition  
Rally O Competition  
Gundog Zone with beginners and advanced scurries including have-a-go versions of all of the above and more!  
Educational Area  
Trade Stands and Shopping Areas  
Children's Rides & Funfair  
FREE Zoo Entry (no dogs allowed in zoo)  
Multiple Dog Show Rings  
Activity Rings (fastest recall, obedience and junior competitions)  
Family Competitions  
Treasure Trails  
Food and Countryside Marquee  
Pony Rides  
Archery  
Climbing Wall & Zip Line  
Main ring displays  
+ more being added all the time  
Low cost entry with tickets priced at just £5 per person – under 16's FREE. FREE parking. Tickets will be available for online purchase before the day.

## OUTDOOR SPACE – NO COVER/TABLE/CHAIR PROVIDED

You will need to provide your own gazebo or cover

3mx3m pitch | £35.00

6mx6m pitch | £60.00

## OUTDOOR MARKET STALL – OUTDOOR MARQUEE PROVIDED – NO TABLE/CHAIR PROVIDED

Our outdoor market stalls will be provided with a professional marquee style cover. (Collingwood Marquees)

3mx3m pitch | £100.00

6mx6m pitch | £185.00

## INDOOR MARQUEE SPACE – 6FTX2FT TABLE AND ONE CHAIR PROVIDED

Your space will be within our food and countryside marquee, we have limited table space so that you are not crowded, and so that those walking around will have plenty of space.

6ftx2ft table | £45.00

12ftx2ft pitch (two tables) | £80.00



# THE North East Dog Festival™

## SPONSOR PACKAGES

The North East Dog Festival is all about showcasing what this wonderful county has to offer, and we want to be able to extend that opportunity to our sponsors. With a range of packages available; a seat at the table is not something to be passed by. Find out more below.....

### LIVE STAGE SPONSOR

**£1499**

Want to see your company name in big lights?

For the first time ever seen at The North East Dog Festival our live stage will have a range of renowned speakers alongside local musicians, and a dance troop. The stage is large enough to accommodate a number of branding banners and posters and will offer a fantastic opportunity for visual marketing. Surrounded by trade stands and seating this is an amazing prospect not to be missed.

### What is included in your package

Live Stage title preceded by company name 'The COMPANY NAME Live Stage'

Exhibitor stand (6m x 6m) next to the stage

Space for banners around the arena/on stage/ and flag banners alongside as well as banners around selected areas around the site

Logo and business link on website

Advert and logo in programme next to stage timetable. Your A4 advert will take prime place on the front inside page of the brochure.

Opportunity to promote product/ brand in between stage activities

Social media shout-outs and newsletter presence during the run-up and on the day

Live streaming of snippets throughout the day to our Facebook page

Mentions in press releases about the event

PA announcements throughout the day

Opportunity to supply leaflets for goody bags

Logo on main North East Dog Festival advertising banners and literature

### MAIN ARENA ATTRACTION SPONSOR

**£999 (two opportunities available)**

Want to see your company name shine on the day?

Our main arena will play host to a range of displays from top trainers to entertainers throughout the entire show day. This opportunity is perfect for any business looking to put their budget to good use. A definite crowd puller; the footfall will be high and the marketing in the lead up will be abundant.

The situation of the main ring will mean plenty of visual presence and the package allows for a

number of great opportunities.

*continued overleaf*



# THE North East Dog Festival™

## What is included in your package

Main arena title preceded by company name 'The COMPANY NAME main arena'

Exhibitor stand (6m x 6m) next to the main arena

Space for banners around the main arena and selected areas around the site

Logo and business link on website

Advert and logo in programme next to arena timetable (given to every visitor). Your A4 advert will take prime place in our brochure.

Opportunity to promote product/ brand in between arena activities

Social media shout-outs and newsletter presence during the run-up and on the day

Mentions in press release about the event

PA announcements throughout the day

Opportunity to supply leaflets for goody bags

Logo on main North East Dog Festival advertising banners and literature

## INDIVIDUAL ATTRACTION SPONSORSHIP

£499

Attractions available include the following; Fun Dog Show (x3), activity ring, gundog zone, fun agility show, food & countryside marquee, flyball zone.

## What is included in your package

Exhibitor stand (3mx3m) next to attraction

Space for banners around the attraction

Social media and newsletter shout-outs

Logo and link on website attraction pages

Opportunity to provide winners prizes and leaflets for the attraction

Logo and website link next to attraction details in the catalogue

PA announcements throughout the day

## SUPPORT SPONSOR

£49

Social media and newsletter shout-outs

Logo on website on special supporters section

Banner situated around walkways/thoroughfares around the festival

Opportunity to provide leaflets for goody bags

## PROGRAMME ADVERTS

Prices for programme adverts will be available shortly. Our programme will be a beautiful A4 full colour masterpiece – packed with show information, timetables and of course a map!

Available to every visitor that comes through the gates and sold throughout the showground, placing an advert is sure to present your business to as many people in one day

– as one advert elsewhere would do in a year!

