



# Paws in the Park 2021

## SPONSORSHIP

UNIQUE SPONSORSHIP OPPORTUNITIES  
AT THE UK'S LARGEST DOG EVENTS



# Paws in the Park 2021



Paws in the Park offers your business exceptional access to 20,000+ ABC1 customers who love everything and anything about dogs!



# Two great shows a year!

## Paws in the Park Kent Show

18 - 19 September 2021  
The Kent Showground, Detling, Kent

## Paws in the Park Sussex Show

9 - 10 October 2021  
South of England Showground, Ardingly, West Sussex



COMPANION  
DOG SHOW

SHOPPING



DASH N  
SPLASH



COMPETITIONS

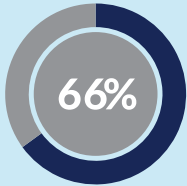
ARENA  
ATTRACTIONS



HAVE A  
GO EVENTS



# Meet Our Paws in the Park Visitors!



DEMOGRAPHICS

**66% are  
lucrative ABC1s**



AGE RANGE

**30 to 55**



VISITOR NUMBERS

**40,000 dog lovers  
and 15,000 dogs**



FAMILIES

**60% of visitors  
come as a family**



RADIUS

**within 2.5  
hours drive**



AVERAGE INCOME

**£40K**



SOCIAL MEDIA

**10K+ followers  
on Facebook**



WEBSITE

**50,000+ visitors  
before each show**



TICKETS

**33% bought in  
advance online,  
100% in 2020**



CAMPERS

**Over 1500 people camp  
over the weekend**



# Why sponsor Paws in the Park in 2021



**HIGHLY COST-EFFECTIVE  
SPONSORSHIP TO PROMOTE YOUR  
BRAND TO AN ENTHUSIASTIC  
DOG-LOVING AUDIENCE.**

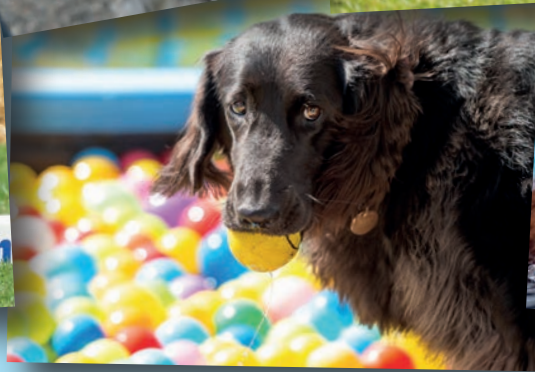
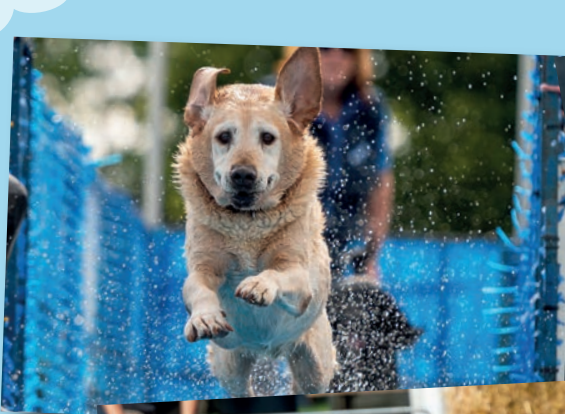
- Unique range of have-a-go and display activities
- Affordable ticket prices
- Family-friendly, inclusive ethos
- Year on year growth in traders and exhibitors
- Established community of loyal visitors
- Prominent onsite exhibitor stand\*
- Options for visitor information and sampling\*
- Multiple onsite banner sites\*
- Presence in free event programme\*
- Capture data from all visitors\*
- Goody bag distribution\*
- Extensive marketing campaign by MDS Ltd

\* Options vary according to sponsorship package selected

"One of the best shows of the year! Well run by the organizers, loads of customers for the traders, loads of things to do for the doggies! See you next year!" **Blackdog DNA**



# Fun-filled days at Paws in the Park!



# Sponsorship packages for every business – and budget

A range of sponsorship options to suit your business, whether boutique or major brands, service provider or retailer.

## **Paws in the Park Principle Sponsorship - £POA**

The ultimate in brand exposure to an average of 20,000+ enthusiastic and committed dog owners per show.

### **Paws in the Park Sponsors**

**£4750 + VAT**

Be seen, be heard, be successful! Benefit-rich sponsorship package for high brand visibility and status.

### **Paws in the Park Arena Sponsorship**

**£1500 + VAT**

If visitors are enjoying an arena display, they're also looking at your brand message at the same time! Ideal package for information and sampling too.

### **Paws in the Park Partners**

**£2950 + VAT**

Cost-effective sponsorship package that positions your brand in front of thousands of ABC1 visitors per show.

### **Paws in the Park Individual Attraction**

**£1250 + VAT**

Make your mark with this great value sponsorship at popular have-a-go attractions where people stay up to 30mins or more to watch, wait and participate.



# Need one more reason?

1500+ people camp overnight at our popular dog events, to enjoy a second day at Paws in the Park.

More brand reinforcement for you, more fun for them and their dogs!

**RESERVE YOUR SPONSORSHIP PACKAGE NOW!**

- Call us on 07952 9714532
- Send us the online form at [www.pawsinthepark.net](http://www.pawsinthepark.net)
- Print and complete this form and send in the post!

