



Sponsorship Opportunities 2021

Barking brilliant two-day dog events in the South-East

Paws in the Park Show

18 - 19 September 2021, The Kent Showground, Detling, Kent
9 - 10 October 2021, South of England Showground, Ardingly, West Sussex

The UK's largest dog event, Paws in the Park offers sponsors unrivalled exposure and access to ABC1 customers who love everything and anything about dogs!



Paws in the Park has grown phenomenally to become the UK's largest outdoor and indoor dog show for working, trained and pet dogs. Our two shows have attracted 38,000 visitors and 24,000 dogs in a year. As a Paws in the Park sponsor, you can boost brand awareness, impress clients, generate new business and develop new relationships, all on one weekend show.

Paws in the Park is the ideal show to promote your goods or services direct to enthusiastic customers and their families all day long.

Choose from a range of sponsorship opportunities to help achieve your marketing and brand awareness goals. Or call us to discuss a bespoke package tailor-made for the best exposure for your business.

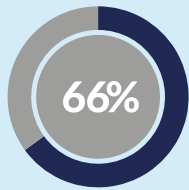
Call 07952 971452 to discuss your requirements

Why you should sponsor Paws in the Park

- ✓ The UK's largest indoor and outdoor dog shows for working, trained and pet dogs!
- ✓ Visitors love our affordable ticket prices and great family deals
- ✓ Over 38,000 visitors and 24,000 dogs attend every year
- ✓ Over 1500 people camp for a weekend doggy break
- ✓ Events happening all day, including arena displays and exciting competitions
- ✓ Join past sponsors such as Eurotunnel, Land Rover, and Purely Pets
- ✓ High profile exposure for your brand over 2 full show days
- ✓ Well-organised popular show with year on year visitor growth
- ✓ Extensive show publicity in a range of press and media
- ✓ Over 15 on-trend and traditional have-a-go activities
- ✓ Over 15 arena displays, shows and demonstrations each day



Meet Our Paws in the Park Visitors!



DEMOGRAPHICS

66% are lucrative ABC1s



AGE RANGE

30 to 55



AVERAGE ATTENDANCE:

20,000+ visitors and their dogs

OVERALL ATTENDANCE:

(2019) 38,000 visitors with 24,000 dogs



FAMILIES

60% of visitors come as a family



RADIUS

within 2.5 hours drive



OWNERSHIP

1 in 3 families in the South East own a dog



AVERAGE INCOME

£40K



SOCIAL MEDIA

10K+ followers on Facebook



WEBSITE

50,000+ visitors before each show



TICKETS

**33% bought in advance online,
100% last year!**



CAMPERS

Over 1500 people camp over the weekend

Sponsorship at Paws in the Park

**Sponsorship packages start from just £1250 + VAT - more details on the next page.
OR call us to discuss your requirements – 07952 971452**

Why Paws in the Park is one step ahead

Even in a difficult economic climate, shows like Paws in the Park can grow because of their unique offering, including:

- Unique range of have-a-go and display activities
- Affordable ticket prices
- Family-friendly, inclusive ethos
- Year on year support from trade and loyal visitors

Our vast experience gained over the last 2 decades in the canine world ensures that the traditional and on-trend areas of interest are catered for:

Inclusive activities all day long

Each show includes all day quality arena events and numerous have-a-go activities. Any owner and their dog can try the Dogstable course, fun Agility and enter our huge Companion Dog Show. There are also fun Gun Dog Scurries plus unique attractions such as Dash 'N' Splash and the K9 Aquazone. (An ideal opportunity for a towel or drying coat company!)

Major Competitions

For trained dogs there are major UK Agility competitions, Flyball competitions and Cani Cross. Visitors can watch the professionals in action in the arena, such as Richard Curtis, star of the BBC 'The Under Dog Show' and Crufts international freestyle winner.

"I wish we could do it every weekend. Miss it so much already." **EB**

"What a fantastic show...we just wanted to thank everyone for all the hard work setting up and during the event. Always one of the best organised shows" **GB Dog / Julius-K9**

"Thank you for another amazing show. A HUGE turnout of people wanting to spend lots of money. We cannot wait for the next one." **My Fab Dog**



Your Paws in the Park Sponsorship Packages

Two great weekends, five great packages – or call us to discuss a bespoke sponsorship package tailor-made for your requirements on **07952 971452**.

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.

Call us on 07952 971452 to discuss our unique principle sponsor benefits, opportunities and marketing solutions.

Paws in the Park Sponsors - £4750 + VAT

Be seen, be heard, be successful! As a high profile Sponsor, you'll receive:

- Generous designated area for corporate activity
- Large area for your sponsor-specific 'have a go'
- Strong presence with your own exhibitor stand
- Up to six banners around the entire event and arenas
- Rotating web banner on Paws in the Park website
- Logo with link on mailings sent to our 5000+ visitors list
- Advert and logo in programme given free to every visitor
- Logo/strap line on all pre-show adverts in local press
- Ability to capture data from all visitors
- Goody bag distribution opportunity
- Opportunities to provide competition prizes and special offers

Call us on 07952 971452 to Sponsor Paws in the Park - limited availability

Paws in the Park Partners •£2950 + VAT

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

- Presence at show with your own exhibitor stand
- Up to four banners around the event
- Rotating web banner on Paw in the Park website.
- Advert and logo in programme given free to every visitor
- Opportunities for competition prizes or special offers

Call us on 07952 971452 to Partner with Paws in the Park – limited availability.



Paws in the Park Arena Sponsorship (Indoor or Outdoor) - £1500 + VAT

If they're enjoying an arena display, they're also looking at your brand message!

Arena Sponsorship includes:

- Space for up to three banners around the arena.
- Advert and logo in guide next to arena timetable
- Opportunity to promote product/ brand in between arena activities
- Presence at show with exhibitor stand (6m x 6m) next to the arena
- Ideal package for distributing information and sampling

Call us on 07952 971452 to become an Arena Sponsor - high visibility for a low investment!

Individual Attraction Sponsorship - £1250 + VAT

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

Attractions available for you to sponsor include the K9 Aquazone, Gun Dog Area, Have a Go Agility, Flyball and Companion Dog Show.

- Presence at show with exhibitor stand (6m x 6m) next to the attraction
- Information and sampling
- Space for up to two banners around the attraction.
- Web presence and social media posts.
- Opportunity to provide winners prizes for the attraction.

Call us now to secure the Attraction most suited to your product or services - 07952 971452.

Terms of Event Sponsorship

The above packages do not include exclusivity to the event. The packages are priced on each event. If you would like to sponsor both the Paws in the Park Sussex and Kent Shows, please contact us on 07952 971452.



Sponsorship Booking Form

Reserve your Paws in the Park sponsorship today. You can:

- Call us on 07952 9714532
- Email us at jacqui@mdsshows.co.uk
- Print, complete, scan and email this form to us
- Print and complete this form and send in the post!

Paws in the Park Sponsorship 2021

I would like to reserve a sponsorship package as follows. Call me to discuss!

	Cost excluding VAT	Tick here
Complete annual 2 shows sponsorship	£POA	<input type="checkbox"/>
Paws in the Park Principle Sponsorship	£POA	<input type="checkbox"/>
Paws in the Park Sponsors	£4750	<input type="checkbox"/>
Paws in the Park Partners	£2950	<input type="checkbox"/>
Paws in the Park Arena Sponsorship (Indoor or Outdoor)	£1500	<input type="checkbox"/>
Individual Attraction Sponsorship	£1250	<input type="checkbox"/>

Name

Trading Name

Address

Postcode

Telephone No.

Email*

Website

Description of goods for sale or services offered:

*wherever possible we will contact you via email.

To secure your sponsorship, this form or the online equivalent must be fully completed, including a daytime contact telephone number. We will contact you within 7 days to discuss further details, payments and all things sponsorship!

Please send this form to MDS Shows Ltd, Paws in the Park, 5 Frythe Close, Cranbrook, Kent TN17 3AX