

Pawfest

BETTESHANGER PARK

IN ASSOCIATION WITH

Libertys
PET SERVICES

SPONSORSHIP PACKAGES





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In September 2021 **PAWFEST** will embark on its first event at Betteshanger Park in Deal with the intention of becoming one of the largest dog festivals in the UK. Our aim is to attract up to 10,000 customers and 8,000 dogs to Betteshanger Park on **Saturday 4th September 2021**.

As a **PawFest Sponsor**, you can dramatically boost exposure for your brand, generate new business and relationships, impress clients all whilst enjoying the atmosphere at PawFest.

We feel that PawFest is the perfect show for you to promote your goods and services to an enthusiastic, affluent audience and their families.

We have a wide range of sponsorship packages to choose from to help you achieve your brand awareness and marketing goals.



FOR MORE INFORMATION OR TO BOOK PLEASE EMAIL:
STACY@LIBERTYSPETSERVICES.CO.UK

SPONSORSHIP PACKAGES

PRINCIPLE SPONSOR - £6000 — OVERALL SPONSOR OF THE ENTIRE FESTIVAL

- | Dedicated sponsor page on PawFest website
- | Dedicated email shot to 10,000 + customers
- | Dedicated promotional sponsor video through social pages.
- | Advert on back page of the festival program (10,000 copies)
- | Company logo / link on all PawFest online and promotional material
- | Largest trade area at the festival
- | Dedicated stage time to promote company on PawFest stage
- | Up to 10 banner & flag positions around the festival
- | Access to private VIP area for client entertaining (up to 15 people)

EVENT SPONSOR - £3000 —

- | Dedicated sponsor banner on Pawfest website
- | Company logo on all PawFest email shot to 10,000 + customers
- | Half page advert in the festival programme (10,000 copies)
- | Company logo / link on all PawFest online and promotional material
- | Generous trade area at the festival
- | Up to 6 banner & flag positions around the festival
- | Access to private VIP area for client entertaining (up to 8 people)

PARTNER SPONSOR - £1000 —

- | Quarter page advert in the festival programme (10,000 copies)
- | Company logo / link on all PawFest online and promotional material
- | Generous trade area at the festival
- | Up to 6 banner & flag positions around the festival
- | Access to private VIP area for client entertaining (up to 4 people)



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CUSTOMER REACH



ATTENDANCE

up to 10,000 people with their dogs



DEMOGRAPHICS

66% of people who visit dog festivals are lucrative ABC1s



AGE RANGE

30 to 55



AVERAGE INCOME

£40k plus



FAMILIES

60% of visitors come as a family

MARKETING REACH



SOCIAL MEDIA REACH

1,000,000 + impressions



EMAIL DATA REACH

30,000 + festivals are lucrative ABC1s



WEBSITE TRAFFIC

10,000 + unique visitors expected



50,000 POSTERS & 50,000 FLYERS

flyers distributed across Kent / South

WHY BE A SPONSOR?

JOIN HIGH PROFILE SPONSORS

such as Quinn Estates and Land Cap Ltd East

Up to **10,000 VISITORS**
and **8,000 DOGS**

Thank you for taking the time to read our sponsorship opportunities and as mentioned earlier, we truly believe that PawFest has the potential to be one of the biggest dog shows in the UK.

Our aim is to create an unrivalled event experience for visitors and participants alike. By showcasing some of the best dog show acts in the UK, creating fun activities to try and work with canine experts who can pass on their knowledge. We will be joined by top national brands as well as smaller independent businesses.

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