Paws in the Park Spring Show
18 - 19 May 2019, South of England Showground, Ardingly, West Sussex

Paws in the Park Autumn Show
14 - 15 September 2019, The Kent Showground, Detling, Kent

The Paws in the Park shows have grown to become the UK's largest outside and inside dog shows for working, trained and pet dogs. The Autumn show has previously attracted around 15,000 dogs and 23,000 visitors over 2 days.

Sponsoring Paws in the Park offers your company brand awareness whilst providing an opportunity to impress clients, generate new business and develop and renew relationships.

There are a range of sponsorship opportunities for the 2019 shows to suit all companies so we would be very happy to discuss your specific requirements to make sure you get the best exposure to potential new customers.

Paws in the Park Visitor Profile:

Average Attendance: **20,000+** | ABC1: **66%** | Average Age: **30 - 50 Years**

For 2019 there will be a number of sponsorship packages that you can choose from or alternatively we can tailor a bespoke package that meets your budget requirements.

Reasons why you should be at Paws in the Park

- UK's largest indoor and outdoor dog shows for working, trained and pet dogs!
- Paws in the Park is celebrating it's 13 year anniversary!
  Over 23,000 dog lovers have previously attended Paws in the Park Autumn show and 15,000 dogs!
- Dogs are welcome at the show - in fact it's a show for dogs!
- The event has had major sponsors including Eurotunnel, Purina, Arden Grange and Royal Canin.
- Over 50,000 unique users visited the Paws in the Park website on the run up to the event.
- MDS Shows Ltd vast experience gained over the last 2 decades in the canine world ensures that the traditional and latest areas of interest are catered for.
- Research has showed that 66% of the audience at Paws in the Park are the lucrative ABC1 demographic with an average household income of £39,253.
- Paws in the Park give high profile branding and great exposure for your products/services over the 2 day show.
- We can provide sampling opportunities
- We are a marketing led company that provides extensive show publicity through a range of press and media.

Telephone 07952 971452 www.pawsinthepark.net
The Shows

The Paws in the Park Shows have grown to become the UK’s largest outside dog shows for working, trained and pet dogs. The 2018 Autumn show was the largest in the history of the event, attracting around 15,000 dogs and 23,000 visitors over 2 days. This was an increase of over 10% in visitors and an increase of 15% on trade and exhibitors on 2017.

This increase shows that even in a difficult economic climate, shows like Paws in the Park; because of their uniqueness and their support from trade and visitors can still grow.

The idea behind the shows is to provide fun days out for the family and more importantly their dog.

The shows include all day quality arena events and numerous have- a- go activities such as; Dogstable course, fun Agility and a huge Companion Dog Show. There are also fun Gun Dog Scurries, Terrier racing, plus unique attractions such as Dash ‘N’ Splash and a K9 Aquazone.

For trained dogs there are large UK Agility competitions, BFA Flyball competitions and Cani Cross. There is also a chance to watch the professionals in action such as Richard Curtis star of the BBC ‘The Under Dog Show’ and Crufts international freestyle winner.

There are many clubs and societies attending the show who provide information and advice in all aspects of dog ownership from dog chipping, veterinary care and animal behaviour.

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The Typical Paws in the Park Visitor

MDS have found that the “typical” visitor is a 30 - 50 year old, coming from within 2.5 hours drive and 66% of them are AB1.

Research has shown that the South East is one of the regions with the most dog owners in the UK, with 1 in 3 families owning a dog.

Looking at the tickets sold in advance for the Kent show the geographical areas were;

Kent 70%, Bromley/London 10%, East Sussex 8%, Surrey 6%, with the balance from Essex, Herts, Berks and the rest of the UK.

Last year also saw an increase in the numbers of weekend campers from 150 units to 400 units, with visitors enjoying a weekend package including entry to the show and evening entertainment.

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Promotional Opportunities

MDS Shows are hosting 2 great weekends for your dog in 2019 and the sponsorship opportunities available are as follows:

**Advert in Event Programme**
Small advert in event programme given to every exhibitor and visitor

**Rotating Website Banner**
Rotating banner advert on www.pawsinthepark.net with link

**Individual Attraction sponsorship**
£1250 + VAT
Option includes:
- 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 on attraction page.
- Opportunity to provide winners prizes for the attraction.

Attractions available include K9 Aquazone, Gun Dog Area, Have a Go Agility, Flyball, Companion Dog Show and Terrier Racing.

**Arena sponsorship (Indoor or Outdoor)**
£1500 + VAT
Option includes:
- Presence at show with exhibitor stand (6m x 6m) next to the arena, information and sampling.
- Space for up to three banners around the arena.
- Advert and logo in programme next to arena timetable (given to every visitor).
- Opportunity to promote product/ brand in between arena activities.

**Partners of Paws in the Park**
£2950 + VAT
Option includes:
- Presence at show with exhibitor stands, information and sampling.
- Space for up to four banners around the event including main entrance and indoor arena.
- Rotating web banner on Paw in the Park website.
- Advert and logo in programme (given to every visitor).
- Opportunities to provide competition prizes or special offers.

**Sponsors of Paws in the Park**
£4750 + VAT
Option includes:
- Corporate presence at the show with a designated area for corporate activity/ seminars etc
- A large area for a sponsor specific ‘have a go’ attraction
- Chance to provide goody bags
- Presence at show with exhibitor stands, information and sampling.
- Space for up to six banners around the entire event including; main entrance, outdoor and indoor arenas, agility competitions and attractions.
- Ability to capture data from all visitors.
- Opportunities to provide competition prizes or special offers.
- Rotating Web banner on Paw in the Park website.
- Logo with link on mailings sent to database.
- Advert and logo in programme (given to every visitor)
- Logo/strap line on all pre show adverts in local press (3 weeks prior to show)

**Full show principle sponsorship**
Details of benefits and rates on request.

**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 Paws in the Park Spring Show and Autumn Show – please advise.

Payment terms would be 50% of sponsorship paid by 1st March 2019 and the remaining 50% within 2 weeks prior to the event.

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