

Norfolk Dog Day Out

27th & 28th July 2013

Sponsorship & Trade Exhibitor Opportunities

Norfolk Dogs Day was created and launched in 2009, in aid of Help for Heroes, co-inciding with the deployment of the Light Dragoons on active service to Afghanistan. Parents left behind during their deployment were amongst the committed volunteers who participated and helped in the organisation of the event. The event captured the animal loving spirit of Norfolk at a point when the whole county was passionate in their support of 'our blokes doing their bit' in Afghanistan. Expecting a few hundred dogs and 5,000 humans, it actually attracted circa 1,000 dogs, with almost 15,000 guests, the inaugural event was seen as an outstanding success. 2010 saw a visitor increase of circa 20%.

Due to the overwhelming footfall, 2013 will become a two day event and is now known as 'Norfolk Dogs Day Out'.

#### Where Is It Held?

Sennowe Park is one of Norfolk's most romantic and impressive large Edwardian country houses set in sweeping parkland. It was built to a grand design by Thomas Albert Cook, grandson of Thomas Cook, the inventor of modern holiday travel, and is lived in today by his descendants. Although a private family home, and not open to the public, Sennowe Park offers a unique and magical venue for the Norfolk Dog Day.

Near Fakenham, in North Norfolk, Sennowe Park is approximately 30 minutes from Norwich.

#### Who Will Attend?

The target audience for this event is anyone who likes, owns or has an interest in dogs! Heavily promoted to dog lovers and owners, across several mediums, it attracts visitors of all ages across the demographic spectrum.

#### How Will It Be Promoted

- Dedicated website
- Social Media - Facebook, Twitter etc
- Regional Advertising
- Dog & pet Press
- Regional Radio
- Regional database via email

## Sponsorship

### Why sponsor

- Give your brands or products exposure to circa 20,000 visitors
- Access a highly targeted market
- Lead generation
- Brand positioning
- Increase brand recognition

### What Does Sponsorship Give You?

There are four types of sponsorship, dependant of your budget and marketing goals.

### Main Event Sponsor

- Branding on all media communications - leaflets, tickets, website, emails etc
- Large Exhibition Space
- Sign and Banner Rights across the event venue and rings (banner production included)
- Local, regional and national Media Exposure
- 2 pages in the show guide
- Global Judging rights
- Massive Consumer Awareness
- 20 Complimentary tickets

### Ring Sponsor

- Exhibition Space
- Joint Banner Rights in the event ring (banner production included)
- 1 pages in the show guide
- Ring Judging rights
- 5 Complimentary tickets

### Competition Sponsor

- Exhibition Space
- 1/2 page in the show guide
- Competition Judging rights
- 2 Complimentary tickets

### Gift/Sample Sponsor

- Promote your brand or product by supplying gift or sample
- Data collection opportunity
- Exhibition Space
- 1/2 page in the show guide

P4

## Trade Exhibitors

There are several space options available to exhibitors, both covered and grass space only. Covering the two days of the event, exhibitors also get a line listing in the event show guide and website.

#### Grass Space only

3m(w) x 6m(d)	£150
6m(w) x 10m(d)	£250
9m(w) x 10m(d)	£350
12m(w) x 10m(d)	£450

Marquee Space - £15 per square meter (minimum 6 square meters)

Power (Marquee Only)	-	£30 per 13amp Socket
Table (6' x 2'6")	-	£10 each

#### Notes:

- All exhibitors must have valid and suitable public, product & employee liability insurance
- All (human) food based exhibitors must have suitable food hygiene qualifications and certification

#### Additional Marketing Opportunities

##### Show Guide

A minimum of 32 pages, the show guide not only contains useful features and stories, but also a full listing of all sponsors and exhibitors.

	Exhibitor	Standard Advertiser
Back cover	£350	£700
Full page	£250	£500
Half Page	£135	£2700
Quarter Page	£75	£150
Sixth Page	£50	£100

##### Promotional Voucher

The centre of the guide will contain a pull out voucher booklet, with 6 vouchers per page. Exhibitors offering a special promotion, price or service during the event can promote it via a voucher, which will not only highlight the offer, but also identify the location of their stand. This costs £50 per voucher

Banners in Competition Rings - £10 per meter (60cm high) - design & production not included

Call - 01263 888222

email - [contact@norfolkdogsdayout.co.uk](mailto:contact@norfolkdogsdayout.co.uk)

website - [www.norfolkdogsdayout.co.uk](http://www.norfolkdogsdayout.co.uk)

This event is organised & managed by

Nelson Events Ltd

14 Pineheath Road

High Kelling

Holt

NR25 6QF

Norfolk Dogs Day Out 2013

Exhibitor Space Application Form

Business Name	
Business Address	
Postcode	
Business Website	
Contact Name	
Contact Email	

Space Required

Note - All Prices Exclude VAT

Outside

Space	Price		Total
3m(w) x 6m(d)	@ £150		
6m(w) x 10m(d)	@ £250		
9m(w) x 10m(d)	@ £350		
12m(w) x 10m(d)	@ £450		

Inside

Space	Price	Quantity	Total
Marquee Space Minimum 6m <sup>2</sup>	@ £15/m <sup>2</sup>		
Power Per 13amp Socket	@ £30 each		
Table (6' x 2'6")	@ £10 each		

Show Guide Advert

Space - mm's	Price	Quantity	Total
Back cover - 148w x210h	£350		
Full page - 148w x 210h	£250		
Half Page - 148w x 105h	£135		
Quarter Page - 74w x 105h	£75		
Sixth Page - 74w x 70h	£50		
Voucher Booklet	£50		

Banners (60cm high)	@ £10 per mtr		
---------------------	---------------	--	--

In Competition Rings - design & print not included

Sub Total	
VAT @ 20%	
Grand Total	
Deposit	£50
Outstanding	

To secure the booking this form must be fully completed and signed AND accompanied by the deposit and a post dated cheque (made payable to Nelson Events Ltd) for the outstanding balance dated one month prior to the show.

If you are paying by debit/credit card, we will call you to take the deposit payment.

Bookings are subject to terms & conditions and booking the event confirms that you accept these conditions.

PLEASE RETURN COMPLETED FORM TO - Norfolk Dogs Day Out, Nelson Events Ltd, 14 Pineheath Road, High Kelling, Holt Norfolk NR25 6QF