

PRODOG BEACH FEST 2026

A SUMMER **CANINE EXPERIENCE**
WEEKEND LIKE NO OTHER

 **15-16 AUGUST 2026**

 WESTON-SUPER-MARE BEACH LAWNS

EXHIBITOR INFORMATION PACK



FIND OUT MORE AT:
www.prodograw.com/beachfest

**SCAN
HERE:**



FOR DOGS WHO DESERVE MORE THAN A WALK IN THE PARK.

ProDog Beach Fest 2026 is a two-day dog festival designed to give dogs experiences beyond the everyday, taking place on the Beach Lawns at Weston-Super-Mare on 15-16 August 2026.

Every activity, every exhibitor, every element of the weekend is designed around genuine canine enrichment — sport and play, nutrition, behavioural support, and much more. Activities, ideas, and things to discover together that attendees can take home and build into their dog's routine long after the sand has left their shoes.

With 1,000 dog owners expected across the weekend, this is a rare opportunity to put your brand in front of a highly engaged, passionate audience who are actively invested in their dog's health, happiness, and fulfilment.





A FESTIVAL FOR DOGS. A FUTURE FOR DOGS IN NEED.

Most dog events are nice days out. ProDog Beach Fest 2026 is built to make a genuine difference, to the dogs who attend, and to the dogs still waiting for their forever homes.

Every ticket sold and activity participated in, contributes to fundraising for two charities doing vital, frontline work for dogs in the local area:



The RSPCA

North Somerset Branch, based at Brent Knoll Animal Centre, takes in dogs from some of the hardest situations imaginable. Cruelty cases, neglect, abandonment, and emergencies where owners can no longer cope. As a locally funded branch, everything they do depends on community support.

RSPCA.



Holly Hedge Animal Sanctuary:

an independent South West charity rescuing, rehabilitating and rehoming hundreds of vulnerable dogs every year, powered entirely by the generosity of people who believe every animal deserves a second chance.

By exhibiting at the festival, your business becomes part of that story.



HOLLY HEDGE
Animal Sanctuary



WHO YOU'LL MEET

The ProDog community is not a passive audience. These are research-driven, health-conscious dog owners who invest in quality, ask questions, and make deliberate decisions about what's best for their dogs.

ACROSS THE WEEKEND, YOU'LL MEET:

- › Dog owners who prioritise welfare, natural nutrition, and evidence-based care
- › Families with active, outdoor lifestyles and dogs at the heart of them
- › First-time owners looking for trusted guidance from brands they can rely on
- › Canine professionals including trainers, behaviourists, groomers, and veterinary practitioners



Beyond the 1,000 attendees on site, you'll also reach ProDog's wider community across social platforms and email list (172,000+ followers and subscribers) through our pre-event marketing and post-event content.



WHAT THE WEEKEND LOOKS LIKE

The festival spans multiple zones across the Weston-Super-Mare beach lawns, with activities running throughout both days. It's high-energy and high-footfall, with plenty of moments for visitors to pause, browse, and engage with the exhibitors they're genuinely curious about.

THE FULL PROGRAMME INCLUDES:

- › Fun Runs and Canicross taster sessions along the seafront
- › Dog and owner assault course
- › Agility - demonstrations and have-a-go sessions
- › Flyball - 'try it out' tasters and competitive relay
- › Dock diving guided sessions and demonstrations
- › Scent detection activities
- › Competitions and enrichment challenges
- › Puppy play and development zone
- › ProDog Wellness Zone: feeding clinics, physiotherapy, behavioural support, canine first aid, and expert talks
- › Kids Zone
- › Food vendors and catering
- › Retail and trade village. This is where you come in





YOUR SPACE AT THE FESTIVAL

Exhibition space is available within the festival's Retail Village, a dedicated zone designed to give exhibitors direct, unhurried access to attendees throughout both days.

WEEKEND PITCH OPTIONS

All pitches are outdoor spaces within the Retail Village. Spaces are allocated on a first-come, first-served basis and expected to fill quickly.

- › **3m x 3m = £100**
- › **6m x 3m = £120**
- › **6m x 6m = £150**

All prices are plus VAT

Larger pitches may be available on request. Marquees can be provided at an additional cost if needed.



WHAT'S INCLUDED

Your exhibitor package includes:

- › Full weekend pitch within the festival Retail Village (both days)
- › Listing on the event website
- › Exposure via ProDog's social platforms and email list (172,000+ followers and subscribers)
- › Inclusion in event marketing where relevant
- › Direct access to 1,000 dog owners across the weekend
- › The opportunity to engage face-to-face with one of the most targeted audiences in the UK canine market





LOOKING FOR MORE THAN A STAND?

For brands wanting to maximise their presence, a number of sponsorship opportunities are available across the festival, from zone partnerships to headline support.

Sponsorship is offered selectively to organisations that align with ProDog's values and charitable mission. If that sounds like your brand, request our Sponsorship Menu for full details by emailing tom@prodograw.com

- › **Supporting Partner from £250**
- › **Zone Supporter from £1,000**
- › **Headline Supporter from £3,500**





HOW TO SECURE YOUR SPACE

Spaces are limited and will be allocated to ensure a quality, welfare-aligned exhibitor mix. If you're interested, we'd recommend getting in touch early.

TO BOOK:

Choose the pitch size that works for you / Confirm your space with Tom —
tom@prodograw.com /
01278 552604



THE DOGS ARE COMING.
WE'D LOVE YOU TO
BE PART OF IT.

GET IN TOUCH:

Tom, Events Manager, ProDog

Email: tom@prodograw.com

Phone: 01278 552604

Or visit: www.prodograw.com/beachfest
to find out more



SCAN HERE:

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