

PRODOG BEACH FEST 2026

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

 **15-16 AUGUST 2026**

 WESTON-SUPER-MARE BEACH LAWNS

**SPONSORSHIP & PARTNER
OPPORTUNITIES**



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

**SCAN
HERE:**



SPONSORSHIP & PARTNER OPPORTUNITIES



The ProDog Beach Fest 2026 is bringing together a small number of carefully selected partners for August 2026. Here's why this could be a good fit for your brand.



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

On 15-16 August 2026, hundreds of dog owners, families, and canine professionals will come together on Weston-Super-Mare seafront for something the UK dog world has been missing: a festival built entirely around dogs living their best lives, adventurous, fulfilled, and thriving. Not dog-friendly as an afterthought. Two full days of expert-led experiences, have-a-go activities, real connections, and the kind of environment where dogs genuinely come alive.

Every element of the event is shaped by that ambition: the programming, the activity design, the expert line-up, and the exhibitor mix. This is a high-engagement, high-dwell-time audience who care deeply about what they feed, how they train, and how they invest in their dog's health and fulfilment.

Each ticket, activity and purchase across the weekend raises funds for the North Somerset RSPCA and Holly Hedge Animal Sanctuary, two organisations doing vital, frontline work for dogs who need it most.





WHY THIS PARTNERSHIP WORKS

ProDog's community is built on trust. These are dog owners who research their choices, invest in quality, and pay attention to the brands they associate with.

On site, you'll have direct access to 1,000 attendees across both days. Beyond the gates, you'll reach ProDog's wider community across social platforms and email list (172,000+ followers and subscribers), an audience that actively engages with content on welfare, nutrition, and responsible ownership.

CREDIBILITY THAT ADVERTISING CAN'T BUY

The festival is a charity-fundraising event for recognised local welfare organisations. Being here places your brand alongside purpose, accountability, and genuine positive impact, and that's something your audience will notice.

ProDog has spent 10 years building one of the UK's most trusted communities in canine nutrition, founder-led, independently owned, and uncompromising on standards. That credibility transfers.

EXCEPTIONAL VISIBILITY IN A PRIME LOCATION

The festival site sits in the heart of Weston-Super-Mare's beachfront, directly alongside a busy town-centre promenade and main road. Signage space runs the perimeter of the site, in sustained view of both the attending audience and the wider public throughout the weekend. Two full days in one of the town's most prominent and well-trafficked locations.

SCARCITY BY DESIGN

Sponsorship levels are intentionally limited. Zone and headline opportunities are capped to protect clarity, welfare standards, and the quality of the visitor experience. Once a level is filled, it's closed.

Partners here are positioned to be seen, not lost among competing logos.





PARTNER TIERS

SUPPORTING PARTNER

£250 – £1,000

WHAT YOU GET:

- › Small share of perimeter signage space in a high-visibility town-centre location (beachfront – main road boundary)
- › Name mention in the official event guide
- › Listing on the event website sponsor page
- › Inclusion on shared on-site Thank You board

Visibility level: Supportive, non-dominant.

Availability: Multiple.



ZONE SUPPORTER

£1,000 – £3,500 (or equivalent value in-kind)

WHAT YOU GET:

- › Medium share of perimeter signage space (high-visibility beachfront – main road location)
- › Designation as “[Zone] supported by [Organisation]”
- › Name and/or small logo on zone-specific signage
- › Inclusion in the event guide and on the website
- › Mention in selected PR or media coverage where sponsors are referenced

Example zones: Agility Area, Splash Zone, Wellness Zone. Visibility level: Moderate, clearly secondary to ProDog. Availability: Limited (by zone).

HEADLINE SUPPORTER

£3,500 – £5,000+ (or major in-kind contribution)

WHAT YOU GET:

- › Large share of perimeter signage space (high-visibility beachfront – main road location)
- › Recognition as a Headline Supporter across festival communications
- › Name and/or logo on high-level sponsor boards on site
- › Inclusion in media and press materials where partners are acknowledged
- › Acknowledgement in opening and closing event communications
- › Enhanced listing on the website and in the official event guide
- › Post-event impact report with reach and engagement data

Visibility level: Prominent but controlled.
Availability: Very limited.



ALL PARTNERS BENEFIT FROM

- › Brand exposure to 1,000+ on-site attendees across both days
- › Digital amplification across ProDog's social platforms and email list (172,000+ followers and subscribers)
- › Association with RSPCA and Holly Hedge Animal Sanctuary - two recognised, trusted welfare charities
- › A post-event impact report covering reach, attendance, and fundraising outcomes
- › Planned local and regional press coverage throughout the run-up to the event

HOW THIS WORKS

To protect the integrity of the festival and the experience for every attendee, a few things apply across all partnership tiers.

- › ProDog remains the sole hero brand of the event
- › No naming rights are offered at any tier
- › No logo dominance across marketing materials or on site
- › All partner organisations are subject to welfare, safety, and brand approval
- › Final wording, placement, and signage design remain at ProDog's discretion





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

ProDog Beach Fest 2026 is the first event of its kind. From a brand with 10 years of trust behind it. This is a community that remembers who showed up, and early partners get the most meaningful association before tier allocations close.

Once tier allocations are filled, they are closed.

GET IN TOUCH:

To discuss partnership opportunities or request more information:

Tom, Events Manager, ProDog

Email: tom@prodograw.com

Phone: 01278 552604

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



**Early commitment is recommended.
Zone and headline tiers are limited
and will not be reopened once
allocated.**

SCAN HERE:

