



PET FEST

MEDIA KIT & SPONSORSHIP OPPORTUNITIES



JULY 27 & 28, 2024

ABOUT DORCHESTER PET FEST



First held in 2022, Dorchester Pet Fest celebrates pets and the people who love them! It is a prime opportunity for brands seeking to connect with dedicated pet parents. The festival takes place at the Dorchester Fairgrounds - a privately owned venue in the beautiful town of Dorchester, located 10 minutes east of London and just off HWY 401. Attendees and exhibitors have travelled from Toronto, Windsor, Sarnia, and other areas across Ontario.

Dorchester Pet Fest is a fun-filled day for the entire family with performances; a canine fun zone with interactive activities for dogs including free lure coursing and an open agility course; food trucks; a licensed area; and a kids zone. There is a stage for contests, demonstrations, and performances; a second-hand marketplace full of pet-related items; a silent auction, and so much more! With over 100 exhibitors and multiple animal rescues, it's a massive celebration!

The event is volunteer-driven. Born out of a desire to raise funds for animal rescues and promote pet-related businesses, thousands of hours go into organizing the event. Our dedicated team works tirelessly to create a day that is memorable for our attendees and lucrative for our sponsors and businesses.

EVENT STATISTICS



2022

2023

1 DAY

2 DAYS

100 EXHIBITORS

120 EXHIBITORS

400 ESTIMATED PETS IN
ATTENDANCE

900 ESTIMATED PETS IN
ATTENDANCE

2 000 ESTIMATED ATTENDEES

6 000 ESTIMATED ATTENDEES

ATTENDEES AND EXHIBITORS FROM ACROSS ONTARIO INCLUDING
TORONTO, LONDON, WINDSOR, AND SARNIA.

SPONSORSHIP OPPORTUNITIES

Title Sponsor
\$2500

Recognized as the title sponsor; Announced as title sponsor at the event throughout the day; Banner displayed on stage or in a prominent location*; Business logo on website with sponsor level; Up to 6 signs around the fairgrounds*; Complementary 10' x 20' booth; First choice of booth location; Promoted on social media as a sponsor; Large logo on print marketing and social media promotions; 25 free tickets to the event
(1 opportunity available)

Platinum Sponsor
\$1000

Business logo on website with sponsor level; Up to 4 signs around the fairgrounds*; Complementary 10' x 10' booth; Choice of booth location; Promoted on social media as a sponsor; Medium logo on print marketing and social media promotions; 10 free tickets to the event

Gold Sponsor
\$750

Business logo on website with sponsor level; Up to 3 signs around the fairgrounds*; Complementary 10' x 10' booth; Choice of booth location; Promoted on social media as a sponsor; Small logo on print marketing and social media promotions; 7 free tickets to the event

Silver Sponsor
\$400

Up to 2 signs located on the event grounds*; Half-priced 10' x 10' booth; Promoted on social media as a sponsor; 4 free tickets to the event

Bronze Sponsor
\$200

Half-priced 10' x 10' booth; Promoted on social media as a sponsor; 2 free tickets to the event

Pet Lover Sponsor
\$100

1 free ticket to the event

* Signs and banners provided by sponsor

Thank you for your interest in supporting
Dorchester Pet Fest. If you have an alternative
sponsorship idea to what we have included,
please contact me to discuss.



NICOLE RAMSDALE

Executive Director & Event Organizer

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Instagram, Facebook, TikTok

@Dorchesterpetfest

