



# PET FEST

SPONSORSHIP OPPORTUNITIES



JULY 26 & 27, 2025



# 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 and northern USA.

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.

Lead organizer, Nicole Ramsdale, originally developed the festival after suffering a mild traumatic brain injury. Her rescue dog helped her during her recovery and she decided to use her free time and love for event planning and animals to give back to the animal rescue community and create a festival that everyone, pets included, could enjoy. She registered it as a federal not-for-profit organization to reinforce her desire to use the festival as a way to help the rescue community.



# 2025 EVENT STATISTICS



**2** DAYS

**150** EXHIBITORS

**900** ESTIMATED PETS IN ATTENDANCE

**6 000** ESTIMATED ATTENDEES

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

[DORCHESTERPETFEST.COM](https://dorchesterpetsfest.com)

# SPECIFIC SPONSORSHIP OPPORTUNITIES

## **Interactive Scavenger Hunt** **\$6000**

Recognized & promoted as the interactive scavenger hunt sponsor

## **Stage Sponsor** **\$6000**

Recognized & promoted as the stage sponsor with a banner\*

## **Reptillia Trailer Sponsor** **\$4000**

Recognized & promoted as the sponsor of the Reptillia reptile trailer and shows

## **Entertainment Sponsor** **\$5000**

Recognized & promoted as the entertainment sponsor

## **Lure Course Sponsor** **\$3000**

Recognized & promoted as the lure course sponsor with a banner provided by the lure course company

## **Water Tap Trailer Sponsor** **\$3000**

Recognized & promoted as the water sponsor with marketing video\* played on TV above the water taps.

## **Activity Sponsor** **\$4000**

Recognized & promoted as the activity sponsor

## **Safety Sponsor** **\$1500**

Recognized & promoted as the safety sponsor including the on-site first-aid

Choose between an exclusive sponsorship opportunity or split the cost to share the sponsorship with other businesses

Each sponsorship includes:

Complementary booth space

Signage around the grounds\*

10 tickets to festival

\* Provided by sponsor

# GENERAL SPONSORSHIP OPPORTUNITIES

**Title  
Sponsor  
\$8000**

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  
\$4000**

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  
\$2000**

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; 8 free tickets to the event

**Silver  
Sponsor  
\$1000**

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  
\$500**

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

# OTHER OPPORTUNITIES

## **Donate to the Silent Auction**

You can also partner with us by donating to our silent auction. The auction will be held digitally and will be open to everyone, whether they are in attendance or not. We will be displaying the prizes at the event, however, for attendees to see them. The items do not need to be pet-related and could include items such as spa packages, electronics, gift cards, hotel stays, or passes to family-friendly attractions.

## **Volunteer**

Your employees can also volunteer with us and have a hands-on role in making sure the event runs smoothly. We are registered on Benevity, if your organization uses this program.

## **Attend as an Exhibitor**

Having a booth at Dorchester Pet Fest is a great way to interact with attendees and promote your business and products. You do not need to be a pet-related business to attend. You can apply to attend on our website.



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



## NICOLE RAMSDALE

Executive Director & Event Organizer

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