



BELFAST

DOG SHOW SOCIETY

2021 General Championship Show /
Agility & Obedience Events
Exhibition and Business Opportunities
Prospectus

HAPPY DOG[®]

**We are the home
of healthy pet food.**



EIKON EXHIBITION CENTRE

LISBURN

23 & 24 October 2021

Introduction & Background

The Belfast Dog Show Society is one of the oldest societies of its kind in the UK & Ireland. Over the past 141 years the society has grown and currently provides the **premiership canine championship show in Ireland.**

The Belfast (CRUFTS QUALIFYING)

Championship Dog Show is the only General Championship show in Ireland to be held under UK Kennel Club rules. The show can attract up to approx. 8,000 visitors from across the island of Ireland, UK and Europe. In 2019 the Belfast Show attracted almost 2,700 entries with 920 classes being offered and more than 4,000 awards presented. We have been sponsored for many years now by **Happydog & Stena Line** who offer, competitive rates to encourage people to attend the show from UK and Europe.

Previous winners included a Hungarian Vizla who was imported from Australia who went on to win Supreme Champion at Crufts and a working group winner, a Rottweiler who was a New Zealand Champion and import to the UK.

The show also boasts another best of show winner at Crufts, a Clumber Spaniel who had previously won the gundog group at the Belfast Show with many other top winners at Crufts having competed & qualified at the Belfast Championship Show.

The organiser's this year wish to build on this success and aim to make the 2021 Championship Show a real European event.

This high quality show is recognised as a key event in the UK and Ireland calendar and offers your organisation the opportunity to be associated with the dog loving community of who are all potential customers of animal related products, Northern Ireland tourism products, Northern Ireland utilities and services and promoters of consumables.

The event is now held in the new purpose built show centre with all modern and up-to date facilities and spacious car park.

Sponsorship Opportunities

Principal Sponsor

Our Principal Show Sponsor will have their logo displayed on all conference materials including brochures, banners, web site and in addition to this they will have the following benefits:-

- Prominent Branding sites for **your** signs/banners including entrance, main arena and other arenas.
- Full PA publicity in the Arenas' and exhibition area.
- Full Page Advertisement in 1,500 Show catalogues
- Full Page Advertisement in 6,000 Show Schedules
- Invite for up to 4 guests at the President's Lunch/Dinner
- Tickets for free entry to the showground
- Free allocation of Trade Stand/Sponsors Space
- Preferential Free Car Parking for 4 guests
- VIP seats at Best in Show Ring
- Speedy Entry to car park for sponsor and guests

Sponsorship recognition in all press, listings, advertising, website and related media TV/ Radio programmes etc.

Ring Sponsorship opportunities -

- A site will be allocated for **your** signs/banners at the appropriate ring
- Full PA publicity in the Arena's and exhibition area.
- Two complimentary lunch tickets for both show days
- Preferential Free Car Parking for 2 vehicles on both days of the Show
- Sponsorship recognition in all press, listings, advertising, website and related media
- Make your business part of the E Zine contacts from the RUAS business forum

**Best in Show Rings A & B Exclusive to our Principal Sponsor/s £2,500 plus vat
Rings 1 to 10 The cost of this sponsorship package is £500 plus vat per ring**

Special Sponsorship Packages

Presidents Dinner

Our prestigious Presidents Dinner will take place on Saturday 23rd October 2021 at the Hilton Spa Hotel, Templepatrick. Have a table named after your company / business or kennels. The sponsors support will contribute towards the meals and refreshments for our Judges.

This deal includes two tickets for the dinner, Logo and Link to your website appearing on the society's website and recognition in show catalogues and related media. Sponsors details will be on all tables.

The cost of sponsoring a table is £500 plus vat.

Trade Stands

Minimum 6 foot frontage £20.00 per foot + VAT
e.g. 6 foot inside stand = £144 per 2 days if booked & paid in full before 31st July 2021

If booking or paying after 31st July 2021 then a cost of £25 per foot + VAT applies
e.g.

Minimum 6ft frontage = £180 per 2 days

Presidents Drinks Reception

Prior to our Dinner the Society hosts a drinks reception for all attendees. This is sponsored by Hilton Hotel Templepatrick



Presidents Lunch

Each year our President hosts lunch for all of our Judges and the organising committee on each day of the event.

Sponsors details will be on all menus and banners can be situated at the entrance to the dining area.

The cost of this sponsorship package is £850.00 plus vat.

Rosettes Packages

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Opportunity to display your branding on our prestigious Ch. Show Rosettes

Option 1: Whole Show package £2,500

In return Free Trade Stand Space (4 meters frontage)
Car Park Passes for 2 vehicles on both days of the show

Lunch for 2 persons on both days of the show
Acknowledgement / logo on our Website and in the Show Schedule and Catalogue

2 Tickets for the President's Dinner Dance at the Hilton Spa Hotel, Templepatrick on 23rd October 2021

Option 2: Groups /Puppy Groups/B.I.S & B.P.I.S
Package £1000

In return: Free table space for leaflets & Samples
1 Car Park Pass for both days of the show
2 complimentary lunch ticket on both days of the show
Acknowledgement / logo in Show Catalogues & Website

ADVERTISING

Opportunities to Advertise your Company /
Brand name - £350 + Vat

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Banners supplied by sponsor
Table space to distribute flyers/product samples
Car Park Pass for 1 vehicle on both show days



The 2021 Championship Show

The Belfast Dog Show Society is held in the EIKON Exhibition Centre in Lisburn, to ensure that we remain the Premier Canine Event in Ireland, visitors have the opportunity to spend time with each of our trade Stands and enjoy the quality and variety of breeds on exhibition. Within the exhibition area there will be facilities for refreshments and a chance to find out more about the dogs .

The Belfast Championship Dog Show was a fantastic success in 2019 held in the EIKON. The pictures below capture the enthusiasm of the competitors, the caliber of the breeds and the overall quality of the event.

The Belfast Championship Dog Show 2021 will build on this success and aims to attract high quality National and International Competitors.

This is your opportunity to build your brand in partnership with the only CRUFTS Qualifying General Championship Dog Show using UK Kennel Club rules, in Ireland.



To select one of our Value for Money sponsorship or exhibition opportunities or to discuss your requirements please contact:-

Hon. Secretary. Mr Jackie Stubbs. Belfast Dog Show Society

Tel: 028 90229127

email: belfastdss@hotmail.com