



# BELFAST

## DOG SHOW SOCIETY

### 2026 General Championship Show Exhibition and Business Opportunities Prospectus



EIKON EXHIBITION CENTRE  
LISBURN

26th & 27th September 2026

# Introduction & Background

The Belfast Dog Show Society is one of the oldest societies of its kind in the UK & Ireland. Over the past 146 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 2024 the Belfast Show attracted almost 2,200 entries with 920 classes being offered and more than 4,000 awards presented. We have been supported for many years by **Stena Line** who offer, competitive rates to encourage people to attend the show from UK. Previous winners included a Hungarian Vizsla 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 2026 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      Cost of Sponsorship is £4,500 plus vat

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 3,000 Show Schedules
- Invite for up to 4 guests at the show lunch plus invite for up to 4 guests at the official Evening Dinner
- Location of Trade Stand/Sponsors Space
- Preferential Free Car Parking for 4 guests
- VIP seats at the Best in Show Ring
- Entry to car park for sponsor and guests
- Tickets for free entry to the showground

### 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 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

**Show Rings 1 to 10. Cost of this sponsorship is £500 plus vat per ring**

# Special Sponsorship Packages

## **BDSS Dinner**

Our prestigious Dinner will take place on Saturday 26th September 2026. 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.

Cost : £400 plus vat per table  
**Please contact Secretary for details.**

## **ADVERTISING**

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

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

## **ROSETTES**

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

### **Option 1: Whole Show package £3,500**

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 Official Dinner to be held at the Corr's Corner Hotel on 27th September 2026

### **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

This year once again we will have multiple Breed clubs running their club shows along with us also the fantastic Agility event in the Main Show jumping arena.

Also new for the first time we will have a Grooming competition run by the Young Kennel Club in the Eikon Hall.



# The 2026 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 2025 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 2026 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 Royal Kennel Club UK 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

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