

# SPONSORSHIP OPPORTUNITIES



EX PAW  
PLORE



**EX-PAW IS A MORE THAN JUST A DOGGY COMMUNITY – IT BRINGS YOU A WHOLE LOAD OF PAWSOME DOG EVENTS, ONLINE EXCLUSIVES, INFORMATION AND EDUCATION, DISCOUNTS, WALKS AND LOCAL DOG FRIENDLY PLACES AND SPACES TO VISIT, PERFECT FOR ALL YOUR PETS NEEDS OR SIMPLY IF YOU ARE JUST THE ULTIMUTT DOG LOVER!**



## OUR COMMUNITY

- 1600+ followers across social channels
- 4500+ email subscribers
- Worked with over 50 dog businesses and stall holders
- Press coverage across all local news outlets

## OTS STATS FROM CITY PRESS FOR EX-PAW EVENTS IN 2022:

**Total OTS: 580k**

- Ex-Paw Extravaganza: 52,496
- Ex-Paw Pooches of Pride: 263,516
- Ex-Paw Santa Paws: 263, 516

We have regular press coverage from local news outlets providing over 250,000 OTS per event.

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# EX-PAW IN 2024

EX-PAW EXTRAVAGANZA –  
AGILITY SPECIAL:

SATURDAY 18<sup>TH</sup> MAY

SATURDAY  
18<sup>TH</sup> MAY

POOCHES OF PRIDE –  
RU PAWL'S DOG SHOW

SATURDAY 17<sup>TH</sup> AUGUST

SATURDAY  
17<sup>TH</sup> AUG

SANTA PAWS:

SATURDAY 7<sup>TH</sup> DECEMBER

SATURDAY  
7<sup>TH</sup> DEC

## WE'RE LOOKING FOR KEY PAWTNERS

We're working with FEC to bring a programme of ex-paw events to Manchester in 2024.

We're looking for key pawtners to support these events...

Interested? Scroll for all the details



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# WORK WITH US – SPONSORSHIP OPPORTUNITIES

**HEADLINE SPONSOR £2,500 + VAT PER EVENT**

Sponsor 1, 2 or 3 of our annual events! We're looking for a partner to join us on our 2024 Ex-Paw journey. You'll be named as headline sponsor for the event you choose, and would receive the following for your support:

- Event staff wearing T-shirts with your brand on
- Featured on all physical and digital collateral
- Space to provide a pop-up or promotional activity at the event
- Named in all press releases as headline sponsor
- Adverts in Ex-Paw newsletter
- Featured on social media posts for the event
- Logo on goodie bags
- Shared data where possible
- Feature on the blog
- Featured as headline sponsor on our 'Friends of Ex-Paw' VIP list.



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# SPONSOR OUR DOG SHOWS – £500 + VAT

We're looking for one headline sponsor for each of our dog shows taking place in May and August. Our dog shows are the most popular part of our events, and we have hundreds of entrants for each event. For your support, you'd get the following:

- Branded arena banners
- Judges wearing T-shirts with your brand
- Brand on goodie bags on the day
- Featured on all digital and physical collateral for event
- Adverts in Ex-Paw newsletter
- Feature on the blog
- Social media posts in lead up to event



## SPONSOR OUR CATEGORIES –

£50 + VAT

We're looking for some of our paw-some small businesses to sponsor each of our categories for our dog shows. We will have 10 categories in total across our summer events (5 at each event). We're looking for independent doggy brands to give you the opportunity to showcase your products as our 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> prizes for each category. You'd get the following in support from us:

- Support in lead up to event across all digital collateral
- Individual social media posts announcing sponsorship and category, with reminders for sign-ups in lead up to event
- Shout out and explanation of business/brand by our compere at the start of each category
- Your products featured as prizes for our 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> winners of that specific category
- Photography of each winner with your product and their rosette, available for you to use for own business promotion.

## CATEGORY 2: PRIDE QUEEN

YOUR  
LOGO  
HERE



# DOGGIE MARKET STALL –

£45 + VAT 1 PITCH / PER EVENT

Our 3 pillar events always have a doggie market with up to 25 traders.

With thousands of attendees coming to these events, not only is it a great way to sell your products, you get your brand in front of dog lovers from all over Greater Manchester.

If you're interested in having a stall, please get in touch to book your place.



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# GET IN TOUCH

PLEASE CONTACT US AT

EX-PAW MARKETING & EVENTS

[INFO@THISSOLIDGROUND.COM](mailto:INFO@THISSOLIDGROUND.COM)



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