

2026 event opportunities

**WOOF
WAG**
Festival



Is this right for your business?

reaching your ideal audience



Want to get your products or services in front of a large audience of dog lovers? Join us on **Saturday 16 May 2026** at Northants' biggest dog festival.

We are excited to be at the iconic Wicksteed Park in Kettering. This venue offers ample space and opportunities for you to connect with an amazing dog-loving community.

The Woof Wag Festival is the perfect platform to boost your brand. You will have the chance to meet potential customers face-to-face and sell directly to dedicated festival visitors.

If you are taking part in the Woof Wag Festival as an exhibitor or sponsor, you will be featured on our website and social media.



Is your field of expertise listed on the next page? If not, get in touch as we would love to hear what you are offering and include you too!



Dog equipment



Dog food suppliers



Dog treats



Gifts for dog lovers



Grooming and accessories



Dog toys and games



Training and behaviour



Beds and blankets



Apparel for dogs/humans



Health and wellbeing



Charity awareness



Dog safety equipment



Holistic Dog services



Pet insurance and vets



Dogs and kids



Dog sports and activities



Breed specifics



Dog ice cream



Dog friendly holidays



and so much more...

**Be early and grab a space
for your business today!**

Exhibition Prices '26

~~£30~~ ~~Table space inside marquee~~
Sorry - FULLY BOOKED

£110 3m frontage x 6 m depth
(ideal for 3m x 3m gazebo, space
behind for one vehicle)

£150 6m frontage x 6 m depth
(ideal for 6m x 3m gazebo, space
behind for one vehicle)

POA Need something bigger, please
get in touch directly to discuss

~~£35~~ ~~Are you running a charity?~~
Sorry - FULLY BOOKED

APPLICATION PROCESS

We have an application process in place to ensure a good spread of products and services. We will let you know directly whether your application is successful.

[APPLY - CLICK HERE](#)

Free parking at Wicksteed Park is included for one vehicle, whether it is behind your gazebo or in the car park for table space/start-ups.



the venue

Wicksteed Park

Kettering

Situated in the heart of Northamptonshire, with excellent road links via the A14 and M1, Wicksteed Park's central location ensures a wide-reaching catchment area.

The Park

Wicksteed offers an unparalleled setting for the Woof Wag Festival, providing a unique and highly appealing proposition for sponsors and stall holders. This isn't just a festival; it is an opportunity to reach a vast and engaged audience in a venue with a century-long legacy of family-focused entertainment.

Entrance is Free

As a free-to-enter venue, Wicksteed naturally attracts a large and diverse crowd. Crucially, the festival will benefit from the park's extensive array of family attractions and parkland that spreads across 147 acres.

Camping

There are fabulous camping facilities available at the park. Exhibitors are able to book a camping pitch if you wish to make a weekend of it, and enjoy the other amenities at Wicksteed. Please ask us directly for a camping discount code to be used when booking.



Want to stand out even more?

Consider becoming a **SPONSOR**

The Woof Wag Festival is the perfect place for companies of all sizes to connect with their customers. It is a great opportunity whether you are a large corporation or a small, family-owned business.

We have a range of ready-made sponsorship packages available for you to pick from. Please ask for our list of sponsor opportunities which includes the cost.

Our sponsorship packages give you amazing benefits, including:

- Logo and company description in the festival e-guide
- Featured article on the website describing your products or services
- Option to include your discount code in a printed discount booklet
- Opportunities for prize giveaways
- Prime location at the festival for your business stand
- Your brand displayed in high-traffic areas
- Photo opportunities
- Social media promotion
- Complimentary free parking at Wicksteed Park

Remember we can customise a sponsor package to fit your budget.

Get in touch with us by asking for the list of sponsor packages and generally learn more about how we can help you get noticed!



Get in touch

**WOOF
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Festival

Working together to celebrate that **Dogs Are Family**



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