



Presented by

MARS
Petcare

exhibiting at

GOODWOOF
all about the dog

20 | 21 May 2023





welcome note

Dogs have been at the heart of life on the Goodwood Estate since 1697 when the 1st Duke of Richmond bought the House solely to join the nearby Charlton Hunt. Hounds continued to flourish here and a century later the 3rd Duke commissioned architect James Wyatt to create what aristocrats of the time described as 'the most luxurious dog house in the world', complete with central heating which wouldn't arrive in The Duke's own home for another hundred years.

Dogs have been considered most beloved members of the family ever since, and many of the family portraits in Goodwood House feature their subject's favourite canine companion. From the 2nd Duke's favourite hunting hound, Tapster, and the two Pekingese dogs famously brought from the Chinese Imperial Court to the Duchess in 1860 to my own working cocker spaniel, Ruby, the cast of canine characters are integral to Goodwood's history.

Goodwoof will celebrate this enduring love of dogs with all the flair and polish of any other Goodwood event. A dog show with a difference, we will bring together only the very best activities and entertainment for all the family to enjoy.

Goodwoof presents an exclusive opportunity for all kinds of exhibitors to reach Goodwood's loyal guests and their four legged friends. I hope you'll join us, adding to the interest and attraction for what will be a sell out crowd.

I look forward to welcoming you to Goodwoof.

THE DUKE OF RICHMOND AND GORDON





a unique event

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Presented in association with Mars Petcare, Goodwoof will be a dog event like no other, delivered with the boundless enthusiasm of dog lovers, designed with what dogs love in mind and presented in inimitable Goodwood style at the Kennels, the luxurious clubhouse for Goodwood's sporting and social members.

Goodwood is inviting a select group of high end brands to become a part of the inaugural Goodwoof to form a carefully curated avenue of pop up shops. Each brand will be chosen for their superior and appropriate range of merchandise that will complement the ambience and style of the event, to suit our affluent visitors.

Here dog lovers will find everything they could possibly need or dream of to please their loyal companion, from beds, blankets and bowls to leads and collars, toys and training aides to coats and clothing, not forgetting grooming, healthcare, nutrition and of course, plenty of treats. An extensive collection of country clothing, outdoor essentials, homeware and gifts will also feature to treat the hand that feeds them.



celebrating healthy, happy dogs

This very special event will combine dog show competitions with play and pampering, trails and treats, family friendly fun and a fantastic line up of activities to entertain dogs (and their humans).

Competition and showcase disciplines will include: agility, canicross, flyball, heelwork, scent and gundog working tests, providing entertaining spectator favourites. While age and size categories will apply to some disciplines, show categories will avoid elitism according to pedigree and breed distinctions where possible, instead focusing on the benefits of dog sports that make dogs happy and healthy.



our visitors

Of our 30,000 members, a vast proportion are dog owners. The majority of members and ticket buyers are between the ages of 34 and 55, with 61% falling into the three most affluent Comeos. Most are families with children, and are typically from the local area, London and the Home Counties.

Already a firm favourite with dog lovers from far and wide thanks to the warm welcome extended to dogs across the Estate, Goodwoof will draw on this standing with the greatest, grandest celebration of all things dog set within the grandeur of a stately home.





exhibiting at Goodwoof

THE GOODWOOF SHOPPING VILLAGE

The shopping village will be located near the action in the Duchess Paddocks, welcoming a select group of carefully chosen retailers to form an avenue of pop up shops. The layout and restricted occupancy will ensure visitors can take a relaxed amble along this avenue to see every stand.

Each pop up shop will be housed within your choice of stands, complete with power supply and coco matting flooring. In addition to this retail space, brands will enjoy a partner page on the Goodwood website with a direct link to the brand website, as well as a presence in the Goodwoof Programme.



5 x 5m stand

£1,500 + VAT

Tent
Signage
Coco matt flooring
Power (four plug sockets)
Four event wristbands



3 x 3m stand

£1,200 + VAT

Tent
Signage
Coco matt flooring
Power (four plug sockets)
Four event wristbands





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goodwood.com