

Pup: culture

SPONSORSHIP PACK



PUP CULTURE 2026

Püp Culture

Pup Culture is a brand that connects urban dog owners and their pets through fun, city-based events, delivering engaging experiences and content to dog owners, pooches, and dog lovers alike.

Pup Culture aims to create a vibrant community for city dwellers and their furry companions, offering opportunities for socialising, bonding, and celebrating the joy of having a dog in an urban environment.

By organising engaging activities in city centres, Pup Culture fosters a sense of belonging and camaraderie among dog owners, helping them connect with one another while enjoying their pets.



SOCIAL FIGURES



All social media followers:
3,000 FOLLOWERS



Instagram impressions in 2025:
130,000



TikTok views in 2025:
15K VIEWS

Influencers:
**WORKED WITH OVER
50 DOG INFLUENCERS**

inviting them to our Pup Culture
events and collaborating with
them on social.



Pup Culture



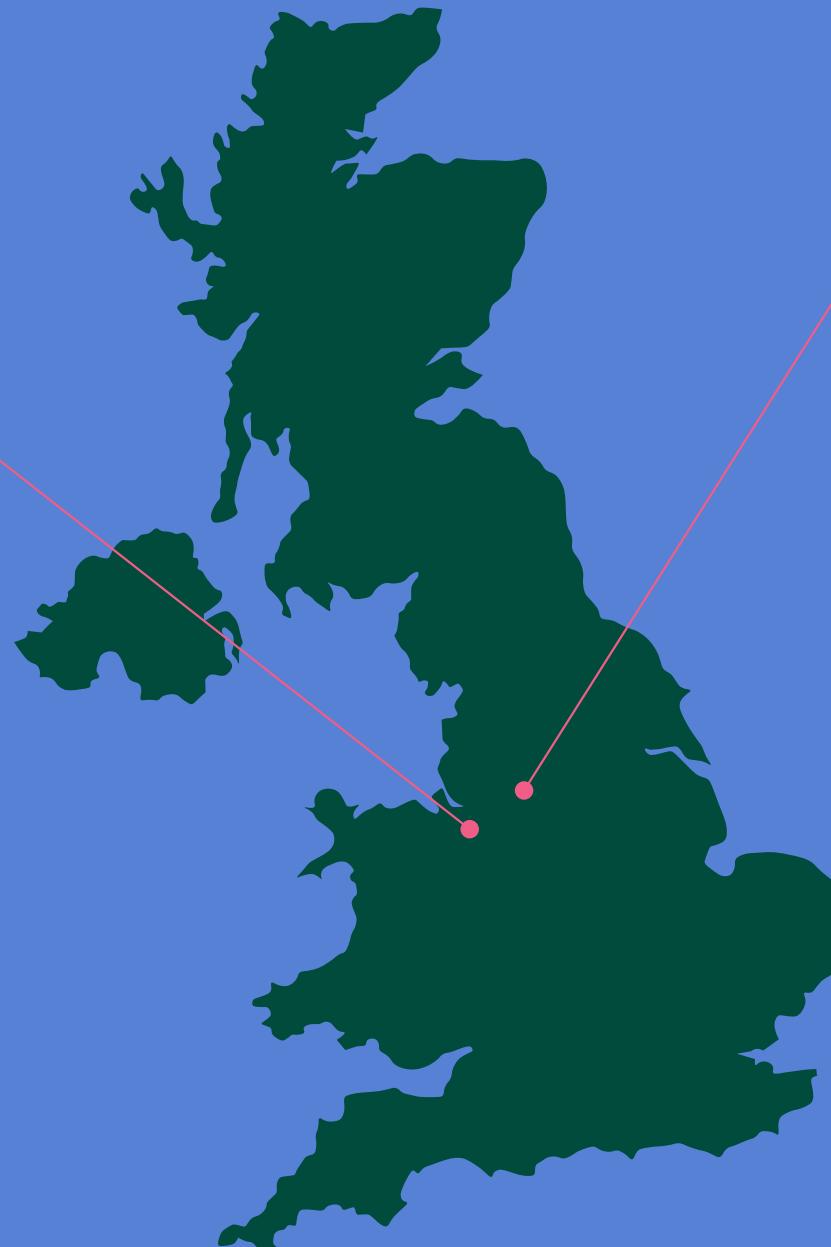
LOCATIONS

Püp Culture

CHESTER

Exchange Square sits at the heart of Chester Northgate - the city's new destination for eating, meeting and socialising.

- Having over **2 million** visitors annually
- Footfall reached a new high of **100,000+** visitors in December last year



MANCHESTER CITY CENTRE

New Bailey Square is nestled in between fantastic on-site restaurants, and just over the road from Spinningfields and in the heart of a thriving hub where business and leisure collide.

- Home to over **5,000** young professionals living and working on site with dogs
- Annual footfall of over **2.5+** million



EVENTS IN 2026

Pup Culture

MANCHESTER EVENTS:

Pooches of Pride at Peel Park:

SUNDAY 30TH AUGUST

Santa Paws at New Bailey:

SUNDAY 6TH DECEMBER

CHESTER DATES:

Pooches of Pride:

SATURDAY 15TH AUGUST

Howl-o-ween:

SUNDAY 25TH OCTOBER

Santa Paws:

SUNDAY 29TH NOVEMBER



WORK WITH US

HEADLINE SPONSORSHIP OPPORTUNITIES

Sponsor 1, 2 or 3 of our annual events! We're looking for a partner to join us on our 2026 Pup Culture 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 & digital collateral
- Space to provide a pop-up or promotional activity at the event
- Named in all press releases as headline sponsor
- Adverts in Pup Culture 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 pupculture' VIP list.



**EXCLUSIVE HEADLINE PARTNERSHIP
OF ONE EVENT**

£4,995 + VAT

**EXCLUSIVE HEADLINE PARTNERSHIP
OF ALL EVENTS IN CHESTER**

£12K + VAT

OPPORTUNITIES

Pup Culture



ARE
YOU

A LOCAL VETERINARY PRACTICE

A DOGGY DAYCARE

A DOG FOOD COMPANY

A DOG TREAT COMPANY

A DOG WEAR COMPANY

AN INDEPENDENT TRADER

AN AGILITY EQUIPMENT SPECIALIST

A DOG OR ANIMAL CHARITY

LGBTQIA+ COMPANIES / BRANDS /
PET RELATED GROUPS

A POINT OF SALE / BRANDED ITEMS COMPANY

AND EVENT FURNITURE /
INFRASTRUCTURE COMPANY



PLEASE
GET IN
TOUCH!



GET IN TOUCH
INFO@THISOLIDGROUND.COM

**SOLID
GROUND**