



# Suffolk Dog Day 2024



**Sunday 8 September**  
Helmingham Hall, Stowmarket, IP14 6EF

Headline sponsors:



# Trade Stand Pack 2024

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## About St Elizabeth Hospice

[St Elizabeth Hospice](#) is an independent Suffolk charity, which every year delivers care to over 4,000 patients and their families throughout East Suffolk, Great Yarmouth and Waveney, who are living with a progressive or life-limiting illness.



These services cost £12.9m to facilitate each year, with the charity raising 70% of funds via revenue streams and the generosity of the community through support of its retail shops and fundraising activities.

Since 2015, St Elizabeth Hospice launched [Zest](#) - our young adult service which supports those aged 14 and above with progressive & incurable illnesses. We work closely with children's hospice services to ensure young adults have a smooth transition into adult care, tailored treatment and services they need to be able to enjoy life to the full.

We've been providing services in Great Yarmouth and Waveney since 2019, in partnership with East Coast Community Healthcare. In 2023, our services in Great Yarmouth and Waveney merged with the organisation East Coast Hospice. Find out more on the merger [here](#). We have specialist palliative care beds at Beccles Hospital as well as support in the community in people's homes. [Find out more here.](#)

## About Suffolk Dog Day

Suffolk Dog Day is back! St Elizabeth Hospice is thrilled to be presenting this much loved family friendly event at Helmingham Hall on Sunday 8 September 2024.

There will be plenty of fun dog classes with great prizes, agility, dog scurry and lots of attractions and trade stands to keep everyone entertained. Gates open to the public at 10am, and close at 5pm.

Other highlights include:

- Over 50 stalls to treat your dog – selling everything from dog accessories to cheese!
- Class in breed shows
- Have a go areas - fun activities for you and your dog to try out
- Crufts style competitions
- Demonstrations in agility and training from industry experts
- Competitions to enter with your dog – best rescue, best senior, best puppy, best junior handler to name a few!
- Children's activities to keep them entertained
- Catering village & bar to enjoy throughout the day

Attendee Tickets:

Book early to get your discount! Tickets include entry to Helmingham Gardens.

Early bird:

£10 adult | £5 child | £32 family ticket (2 adults, 3 children)

Until 30 June

Standard online:

£15 adult | £7.50 child | £49 family ticket (2 adults, 3 children)

Until 4 Sept

Tickets on the day:

£17.50 adult | £10 child | £60 family ticket (2 adults, 3 children)

## Why exhibit with Suffolk Dog Day

- Increase your sales
- Build your brand awareness and profile within the community
- Showcase your product or service
- Meet existing & new customers face to face
- Reach your target audiences in the region

- Network and exchange ideas
- Ideal platform for conducting business
- Target audience of over 8,000
- Relaxed atmosphere - your customers can do business and enjoy a family day out
- Fly the company flag
- Don't let your competitors get ahead
- Help support the work of St Elizabeth Hospice

## Trade & catering stand packages 2024

We are holding 2023 prices

Trade Stand:

Small pitch 3m x 3m £99  2 Admission Passes included	Double pitch 6m x 3m £165  3 Admission Passes included	Large pitch 12m x 6m £215  4 Admission Passes included
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## Catering Stand:

Small pitch	Double pitch
3m x 3m	6m x 3m
£185	£285
2 Admission Passes included	3 Admission Passes included

- All stands include access to WiFi
- Electricity is £30 per stand
- Additional trader entrance tickets £5

For a **charity stand** please speak to us direct regards special rates:

[suffolkgday@stelizabethhospice.org.uk](mailto:suffolkgday@stelizabethhospice.org.uk)

**NO ONE WILL BE PERMITTED TO OPERATE AT SUFFOLK DOG DAY WITHOUT VALID INSURANCE AND UPTODATE RISK ASSESSMENT.**

**A COPY MUST BE PRODUCED PRIOR TO THE EVENT DAY**

## Booking guidelines

Register your [interest by using this link](#)

Once we have reviewed, we will send you a link to confirm your booking and payment for your stand.

### Your space:

Your space comes as an open space and will be marked out on the day. This gives you the opportunity to design your stand within the dimensions the way you want it. The space is on grass and, in places, can be uneven so please plan for this. There is no storage space outside of your stand so,

if you require additional storage, book a stand to include this. Please also consider room for tow bars, guy ropes or foot plates. There will be a traders car park where vehicles can be stored with easy access for back up stock.

You are welcome to bring your own marquees, gazebos, furniture, carpet/flooring, plants etc. to decorate your space.

## Stand numbers

With stand numbers and sizes changing each year the show stand numbers will change each year too. We will email you your stand number before the end of August along with a map.

## Cancellations

If you require to cancel your space please email [suffolkgdogday@stelizabethhopsice.org.uk](mailto:suffolkgdogday@stelizabethhopsice.org.uk). We reserve the right to resell your space, however, under no circumstances are you allowed to sell on or offer your space to another trader.

## Refund Policy

Refunds for cancellations are strictly as follows:

- Notified before 1<sup>st</sup> June 2023 full refund
- Notified between 1<sup>st</sup> April 2023 and 31<sup>st</sup> May 2023 50%
- Notified between 1<sup>st</sup> June 2023 and 31<sup>st</sup> July 25%
- Notified on or after 1<sup>st</sup> August 2023 no refund will be given

## Health and Safety

All stand holders will be required to supply the following as appropriate

- Relevant Risk Assessments
- Public Liability (minimum cover of 5 million)

- Food Standards rating (if serving food)

All documents must be received before the 1<sup>st</sup> August 2024

It is the trader's responsibility for security and insurance for their stand during the show. Suffolk Dog Day does not accept responsibility for security or insurance for your own stand.

## Sponsorship

Sponsorship Package £2,400 Ring sponsor	Sponsorship Package £1,300 Tent sponsor	Sponsorship £550 Dog Class Sponsor
Company logo on promotional material inc: <ul style="list-style-type: none"> <li>• Programme</li> <li>• Posters &amp; leaflets</li> <li>• Sponsor page on website with hyperlink</li> </ul>	Company logo on promotional material inc: <ul style="list-style-type: none"> <li>• Programme</li> <li>• Sponsor page on website with hyperlink</li> </ul>	Company logo on promotional material inc: <ul style="list-style-type: none"> <li>• Programme</li> <li>• Sponsor page on website with hyperlink</li> </ul>
Free display area 6m x 3m in prominent location close to Tea Tent and Registration.	Free display area 3m x 3m in a good location on site.	
Full colour inside back cover advert in event programme	Full colour advert in event programme	Half page colour advert in event programme
Framed certificate of thanks from the hospice	Framed certificate of thanks from the hospice	Certificate of thanks from the hospice
Online and media exposure with associated PR opportunities	Online and media exposure with associated PR opportunities	Online and media exposure with associated PR opportunities
Full acknowledgement of thanks in event & hospice publications and website	Full acknowledgement of thanks in event & hospice publications and website	Thank you in event & hospice publications and website



Thank you in our hospice internal publication – Get Involved (300 staff, 1,500 volunteers)	Thank you in our hospice internal publication – Get Involved (300 staff, 1,500 volunteers)	Group logo thank you in our hospice internal publication – Get Involved (300 staff, 1,500 volunteers)
Opportunity to display prominent on-site banners & flags on event day, plus banners in both Rings – to be agreed, but in line with level of sponsorship	Opportunity to display prominent on-site banners & flags on event day, plus banners in both Rings – to be agreed, but in line with level of sponsorship	Opportunity to display prominent on-site banners & flags on event day within ring of sponsored class
Opportunity to provide a judge for ONE of the classes	Opportunity to provide a judge for ONE of the classes	Opportunity to provide a judge for ONE of the classes
Opportunity for staff to volunteer on event day or during the event set up period	Opportunity for staff to volunteer on event day or during the event set up period.	Opportunity for staff to volunteer on event day or during the event set up period.
8 complimentary tickets to VIPs’ lunch and drinks in Judges & Sponsors marquee	4 complimentary tickets to VIPs’ lunch and drinks in Judges & Sponsors marquee	2 complimentary tickets to VIPs’ lunch and drinks in Judges & Sponsors marquee

## Set up and clear down

### Set up

- Access to Helmingham Hall is from 10am till 4pm on Saturday 7 Sept or 7am on Sunday 8 September 2024. If setting up on Saturday please do not leave goods on site as the venue is not manned overnight.
- We ask all vehicles moving at this time drive no faster than 5mph and hazard lights are on
- Stands need to be ready for general public gates opening at 10am
- Any additional vehicles not making up the stand needs to be removed from the show ground to the car park by 9.30am
- There will be no vehicle movement while the show is open
- Please be considerate to other stands and do not block pathways / access
- All staff you bring will require a traders admission ticket

### Clear down

- Show closes at 5pm
- No stands can be closed before 5pm
- Vehicles will be allowed back on to the show ground from approx 5.30pm and will be marshalled on
- We ask all vehicles moving at this time drive no faster than 5mph and hazard lights are on
- All spaces will need to be cleared on the day
- Any rubbish from stands will need to be deposited in the bin around show ground

## Finding us



@SuffolkDogDay

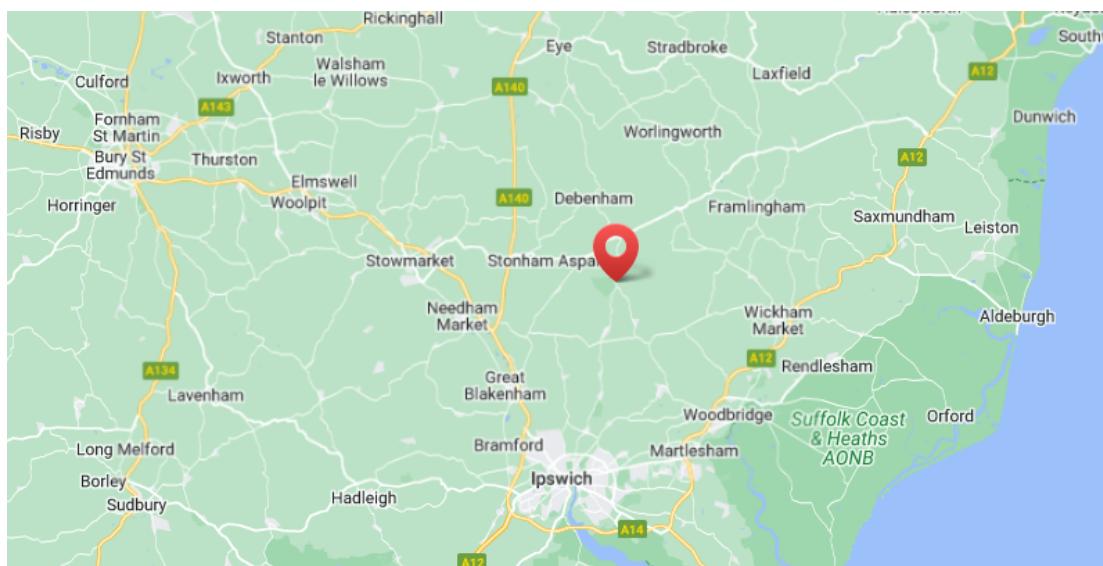
[www.suffolkdogday.com](http://www.suffolkdogday.com)

Helmingham Hall, Stowmarket, Suffolk, IP14 6EF

Gates to Helmingham Hall open from 10am to the public.

On arrival, please enter via the Framsdens gate located off the B1077.

[Google Maps](#)



St Elizabeth Hospice, 565 Foxhall Road, Ipswich, IP3 8LX

[www.stelizabethhospice.org.uk](http://www.stelizabethhospice.org.uk)

Fundraising: 01473 723600

