



Sponsorship Opportunities

5 November 2026

ABOUT THE EVENT

Step into the spotlight of the pet industry's most prestigious event of the year!

The Pet Industry Federation (PIF) Awards evening is a prestigious black-tie event attracting the leading decision makers and innovators from across the pet industry.

The PIF Awards recognise excellence at individual and corporate level, providing the perfect opportunity for the industry to network and create new alliances.

In 2025, over 320 esteemed guests graced our event, setting the stage for an evening of glamour and celebration. Now, we're gearing up to surpass expectations once again.

Your Place in the Spotlight:

By sponsoring the PIF Awards, your brand gains more than just visibility - it becomes an integral part of the event's success. From the moment your sponsorship is confirmed, your business will be showcased to a captive audience of potential partners.

Connect with the Best:

Imagine the possibilities as you mingle with the who's who of the pet industry. From CEOs to entrepreneurs, the PIF Awards brings together a diverse array of professionals—all with one thing in common: a passion for pets. Forge new connections, exchange ideas, and lay the groundwork for future collaborations.

Elevate Your Brand:

As a sponsor, you signal to the industry that you're committed to raising the bar. From the stage to the official awards programme, your brand will be prominently featured.

Support the Community:

More than just a glamorous affair, the PIF Awards is a celebration of the entire pet community. By sponsoring the event, you demonstrate your dedication to supporting and uplifting those who work tirelessly to improve the lives of pets everywhere. It's not just about business; it's about making a difference.

Save the date and get ready to support the PIF Awards on Thursday, 5 November 2026 at the DoubleTree by Hilton Stoke on Trent.



AWARDS CATEGORIES

The 2026 PIF Awards will boast 25 categories, spanning the whole pet sector.

The categories are as follows:



New Products of the Year
Manufacturer of the Year (Sold)
Wholesaler of the Year (Sold)
New Business of the Year (Sold)
Grooming Business of the Year (Sold)
Kennel of the Year
Cattery of the Year
Home Boarding Business of the Year
Dog Daycare Business of the Year
Dog Walking Business of the Year
Pet Service Business of the Year (Sold)
Export Business Award (Reserved)
Sustainability Award (Sold)
Pet Retail Chain of the Year (Sold)
Independent Retailer of the Year (Sold)
Marketing Campaign of the Year (Sold)
Garden Centre Pet Department (Sold)
Raw Store of the Year (Sold)
Best Newcomer Award (Sold)



New Categories

Brand of the Year
E-commerce Business of the Year
International Business Award

Legend Award (Sold)



WHY GET INVOLVED

Be part of the buzz! Meet, greet and network with 300+ pet industry professionals whilst increasing your brand visibility before, during and after the event



Whether you're supporting as the Platinum or Headline partners, sponsoring the Drinks Reception or an Award Category, this is your opportunity to position your brand alongside the leading pet industry event of the year. Perfect for brand recognition, networking and team building.

What it meant for our 2025 Sponsors



Natures Menu



Animal People
Recruitment Co



Nutriment



OUR PREVIOUS SPONSORS HAVE INCLUDED

tuft



All Your Pet Needs™



Jollyes
The Pet People

Cliverton
right for your insurance



Christies
Global



loyalzoo



Petface®



lo.pay
you've earned it

Anthesis

Betty Miller®



YUMOVE®
UK's No.1 Dog Joint Supplement



SPONSORSHIP PACKAGES

Benefits	Platinum	Headline	Category	Drinks	Gift Bag
(Number available)	(1)	(5)	(19)	(1)	(1)
Official Pet Industry Federation Awards sponsors logo	✓	✓	✓	✓	✓
Company logo and link on Pet Industry Federation website	✓	✓	✓	✓	✓
100 word profile on Pet Industry Federation website	✓			✓	✓
50 word profile on Pet Industry Federation website		✓			
Official naming rights - 'In Association with'	✓				
Category sponsorship - select one	✓	✓	✓		
PR activity as sponsor to include announcement of shortlisted finalists & winners	✓	✓	✓	✓	✓
Social media collaboration	✓	✓	✓	✓	✓
A4 advert in PIF MarketPlace or B2B Directory (3 months)		✓		✓	
A4 advert in PIF MarketPlace or B2B Directory (6 months)	✓				
Editorial and link in one PIF MattersXtra newsletter		✓		✓	✓
Editorial and link in two PIF MattersXtra newsletters	✓				
Pre-awards competition promotion to our community			✓		✓
Pre-event webinar for PIF members	✓				
Post-event webinar for PIF members	✓	✓	✓		
VIP networking event invitation for two guests	✓	✓		✓	
VIP networking event invitation for one guest			✓		✓
One complimentary awards ticket (excludes accommodation)			✓		
Two complimentary awards tickets (excludes accommodation)				✓	✓
Champagne Table Upgrade for 10 Guests (excludes accommodation)	✓				
Table for 8 guests (excludes accommodation)		✓			
Front row table location	✓	✓			
Logo on official guest etickets	✓				
One pop-up banner in guest registration area	✓	✓			
Logo on official photo walls (priority position/repeated)	✓	✓			
Logo on official photo wall			✓	✓	✓
Full Drinks Reception branding (Sponsor to provide)				✓	
Acknowledgement by Awards host as the official drinks sponsor				✓	
Logo on official Awards table plans	✓	✓			
Sponsor's logo on the official guest gift bag					✓
Sponsor's gift in the official guest gift bag	✓	✓		✓	✓
The opportunity to deliver a short welcome speech	✓				
Logo in the official awards programme/menu	✓	✓	✓	✓	✓
Opportunity to distribute promotional material at the awards	✓			✓	
Present category award on stage and official offstage photograph with category winner	✓	✓	✓		
Company logo on category winner's certificate	✓	✓	✓		
Logo on main stage screens during awards presentation	✓	✓	✓	✓	
Acknowledgement/name check from the host throughout the evening	✓	✓	✓		✓
30 second silent advert played and repeated during dinner	✓	✓		✓	
Exclusive post event feature email sent to all awards attendees	✓				
Set of official awards photographs for chosen category	✓	✓	✓		
Price Point	SOLD	SOLD	£850	SOLD	£3,000

INTERESTED IN BECOMING A SPONSOR?

Sponsoring the PIF Awards is a unique and prestigious marketing opportunity, proven to provide exceptional results.

Additional Sponsorship Opportunities Include:



VIP Networking Event Sponsor - £1,500

Photobooth Sponsor - £995

Casino Sponsor - £1,500

Media Partner - POA

Table Wine Sponsor - (Sold)



For further details on all the opportunities available, as well as a conversation about other ways in which your brand might wish to be aligned with the pet industry event of the year, please contact:

Daniel Everett

Operations Manager

+44 1234 224507

daniel.everett@petfederation.co.uk



**Supplier of the Year 2025
Herbal Dog Co**



NEXT STEPS

Once we have received written confirmation that you would like to proceed with a sponsorship package, we will issue a sponsorship contract along with a pro forma invoice which will detail the agreed payment terms.

All package activation will commence when the PIF Awards are officially launched in June 2026.

To commence your sponsorship activation we will require the following:

High resolution logo, ideally in a PNG format
Brief company description/boilerplate (50-70 words)
Links for your website and social media pages

Please email to - awards@petfederation.co.uk

COMPLEMENT YOUR SPONSORSHIP WITH A PIF MEMBERSHIP

Extend your reach into the pet industry with an **Associate** or **PIF membership**



Find out more:

Call: +44 1234 273933

Email:

info@petfederation.co.uk



