



exhibiting at

# GOODWOOF

a dog event like no other

16 | 17 May 2026









## welcome note

Dogs have been at the heart of life on the Goodwood Estate since 1697 when the 1<sup>st</sup> Duke of Richmond bought the House solely to join the nearby Charlton Hunt. Hounds continued to flourish here and a century later the 3<sup>rd</sup> 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 2<sup>nd</sup> 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.

*Richmond*

THE DUKE OF RICHMOND AND GORDON, CBE DL









## a unique event

Presented in association with Mars Petcare, Goodwoof is 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, and not forgetting grooming and healthcare. An extensive collection of country clothing, outdoor essentials, art, 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

2025 saw a record number of 22,500 attendees and 13,500 dogs! The majority of ticket buyers are between the ages of 25 – 49, with 48.5% falling into the ‘affluent achievers’ wealth category. With 16.45 million impressions across social media and with an NPS score of 70 for exceptional customer satisfaction Goodwoof is the perfect place to grow your brand.

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









## exhibiting at Goodwoof

The shopping areas will be located near the action in the Duchess Paddock, Stallion Paddock (Have a Go), Field and Trail and also our newest area, The Green, welcoming a select group of carefully chosen retailers to form an avenue of luxury pop up shops. The well thought out layout will ensure visitors can take a relaxed amble along these avenues to see every stand.

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





**5 x 5m  
stand**

£1,650 + VAT

Tent

Signage

Coco matt flooring

Power (four plug sockets)

Five event wristbands





## 3 x 3m stand

£1,300 + VAT

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









[goodwood.com](http://goodwood.com)