



Celebrating local excellence within the pet industry

PARTNERSHIPS 2026/27

Reach pet owners by supporting the businesses they trust.

Greater Manchester is the first market. Partners can own one area, a business category or the entire awards programme, with further events planned from Q1 2027.

GREATER MANCHESTER NOW

National ambition, locally relevant delivery

SPONSORSHIP AND PARTNERSHIP DECK

The logo for The Pet Industry Business Awards is centered within a large, glowing gold star. It features a beagle on the left and a black cat on the right, flanking the text "THE PET INDUSTRY BUSINESS AWARDS". The word "THE" is small and positioned above "PET". "PET INDUSTRY" is in a bold, gold, sans-serif font, and "BUSINESS AWARDS" is in a larger, bold, white, sans-serif font. Small gold stars are placed above "PET" and below "AWARDS".

**THE PET INDUSTRY
BUSINESS AWARDS**

Greater Manchester, area by area

PIBA combines borough-level relevance with one connected awards programme.



10

Greater Manchester areas

One audience strategy. Local stories, local finalists and events designed around each community.

More events from Q1 2027

LOCAL RELEVANCE AT PROGRAMME SCALE

A sponsor can choose the geography that matches its business.

Bolton
Bury
Manchester
Oldham
Rochdale

Salford
Stockport
Tameside
Trafford
Wigan



Start local

Own one area or event now. Add further areas when the fit and budget justify it.

Early partners receive first consideration as PIBA enters additional regions.

A fast-growing, opted-in audience

The voting launch created measurable attention and an owned route back to pet owners.



15,000

platform viewers

Verified viewers in the first seven days of voting.



8,462

opted-in users

Deduplicated nominators and voters in the Greater Manchester audience.



~300

new users per day

Current approximate growth rate. Refreshed before each proposal.



800

pet businesses

Current business audience across Greater Manchester.



1200+

projected attendees

Expected across the planned live awards programme.



1,900

Instagram



300

Facebook

Audience position at 22 September 2026. Social-platform counts are separate and may overlap with the database.

How the audience keeps growing

Awards attention feeds a year-round mix of local content, useful media and live experiences.

01



Nominations and voting

Participation adds opted-in users and reveals which businesses and categories attract local attention.

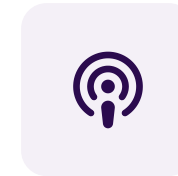
02



Borough and finalist stories

Local stories turn one regional database into relevant area and category segments.

03



Newsletter and podcast

Regular editorial contact keeps the audience active between voting and event dates.

04



Events and directory

Live attendance and business profiles connect digital attention with independent pet businesses.

CURRENT ACQUISITION RATE

Approximately 300 new users per day

Two audiences, one connected market

Partners can reach pet owners, independent pet businesses or both, using different placements and messages.



PET OWNERS

8,462 opted-in users

What they engage with

Voting and finalist stories
Local recommendations and offers
Useful pet content and podcast episodes
(coming soon)
Awards events and winner announcements

Best for insurance, food, retail, wellbeing and consumer services.



PET BUSINESSES

800 businesses on record

What they engage with

Awards and category recognition
Supplier offers and business tools
Marketing, booking and growth education
Networking, events and member benefits

Best for payments, software, insurance, recruitment and trade suppliers.

Which sponsorship fits which partner?

Start with the market you serve, then choose the smallest useful geography and set of rights.



Local businesses

One borough, venue or local customer base

£250+

Area headline, single-area category, reception, registration, programme, photo wall, exhibitor space or goody-bag insert.



Regional brands

Several Greater Manchester areas

£3k+

Area headlines, cross-programme category, official sector partnership, all-events photo wall or a multi-event activation.



National consumer brands

Pet owners with visible local relevance

£7.5k+

Founding partner, programme headline, voting platform, media, sampling and prize partnerships.



National trade and service brands

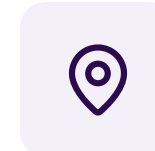
Independent pet businesses

£5k+

Sector partnership, category ownership, education, member benefits, exhibitor programme and sponsored B2B campaigns.

Three ways to enter the programme

Choose broad ownership, a relevant theme or one local moment. All launch prices exclude VAT.

 PROGRAMME OWNERSHIP Lead the awards £7,500 - £15,000 Founding Partner £15,000 GM Programme Headline £10,000 Voting Platform Partner £7,500 Best for national brands with a reason to support pet owners or the pet industry.	 SECTOR OR CATEGORY Own a relevant theme £1,500 - £6,000 All Events Photo Wall £6,000 Official Sector Partner £5,000 Category Across GM £5,000 GM Final Category £1,500 Best for regional and national brands with a clear category fit.	 LOCAL MOMENTS Own a place or event £250 - £3,000 Area Event Headline £3,000 Single Area Category £1,000 Reception or Programme £750-£1,000 Exhibitor £500 Goody-bag insert £250 Best for local businesses and regional operators.
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Packages can be reshaped by changing geography, event count, exclusivity, tickets or media rights.

Programme-level partnerships

For national brands that want a strategic relationship with the awards and the communities around them.

FOUNDING PARTNER

£15,000

Maximum two non-competing brands

-
- PIBA-wide partner identity
 - Priority branding across the programme
 - One protected category or sector
 - Selected content and hospitality
 - First consideration on expansion rights

GREATER MANCHESTER HEADLINE

£10,000

One programme-wide opportunity

-
- Naming association with the GM season
 - Campaign and stage presence
 - Key collateral and awards-night visibility
 - Sponsor content and hospitality
 - Priority reporting across the programme

Best fit: pet insurance, food, retail, finance, technology or a large consumer brand with a credible reason to support the industry.

Voting Platform Presenting Partner

Exclusive association with the stage of the campaign that has already generated the strongest digital attention.



15,000

viewers in the first seven days

A verified launch figure from the Greater Manchester voting platform.

Audience snapshot: 22 September 2026

LAUNCH PRICE

£5,000

What the partner receives

Exclusive presenting association
Brand presence through the voting journey
Sponsor message and tracked destination link
Launch, milestone and results content
Aggregate campaign reporting

BEST FIT

Insurance
Pet food
Retail
Payments
Technology

Sector and category ownership

Relevant ownership works best when the sponsor has a useful connection to the businesses or pet owners in that category.



Official Sector Partner

National trade or service brands

£5,000

Twelve-month sector exclusivity, directory presence, useful content and selected event visibility.



Category Across Greater Manchester

Regional or national category-aligned brands

£5,000

Own one award category across relevant area events and the Greater Manchester final.



Greater Manchester Final Category

Pet and professional-service brands

£1,500

Flagship category association, stage presentation, sponsor credit and two event tickets.



Single Area Category

Local suppliers and professional services

£1,000

One category at one area event, stage presentation, social credit and two event tickets.

Own an area event

The clearest route for a local business or a regional operator with a strong presence in one borough.



AREA EVENT
HEADLINE SPONSOR

£3,000

Headline association with one borough event, six tickets and activation space.

LOCAL ENTRY POINTS	
Single Area Category	£1,000
Drinks Reception	£1,000
Single Event Photo Wall	£750
Welcome and Registration	£750
Event Programme	£750
Exhibitor or Demonstration Space	£500
One Event Goody-Bag Insert	£250 + product

Hospitality, venue, professional-service and local lifestyle businesses can participate without buying the full programme.

Useful media between awards moments

PIBA controls the sends, content and reporting. Sponsors receive reach and results, not the underlying personal data.



LAUNCH EXCLUSIVE

Podcast first episode

£1,500

Launch-episode credit
Host-read sponsor message
Show-notes link
Launch social support



ONE PER EDITION

Newsletter main sponsor

£1,500

Lead position and sponsor message
Tracked link
Supporting social post
Edition-level results



PLACEMENT

Newsletter advert

£500

One clearly labelled advert
Tracked link
Audience and location fit
Edition-level delivery summary

ADDITIONAL MEDIA

Consumer email £500 Pet-business email £750 Sponsored guide £750 Four-week banner £1,250

Relevant sends can draw from the 8,462-user opted-in database after segmentation and suppression.

Put the brand into the room

Event packages combine visible association, hospitality, product trial and direct contact with pet businesses.



All Events Photo Wall

£6,000

Priority placement across photo walls and winner imagery.



Goody Bag Lead

£2,500 + product

Lead branding and product supplied for every planned attendee.



Exhibitor Space

£500 per event

Compact display space, two passes and directory listing.



Winner Prize Partner

Prize or activation

Provide a relevant prize and receive winner-story and category credit.



Sponsor Hospitality

Included by package

Selected packages include tickets. Further tickets remain subject to venue capacity.



Product Sampling

From £250 + product

One-event inserts, all-event distribution or a tailored demonstration.

Product, prizes and venue support are valued separately from the cash sponsorship fee unless the proposal says otherwise.

Every partnership needs evidence

Each proposal starts with the result the sponsor wants, then selects the assets that can measure it.



Awareness

Platform viewers, verified impressions, video views, photo usage and social reach.

Campaign snapshot and final report



Engagement

Votes, clicks, QR scans, downloads, content use and competition entries.

Tracked links and event QR codes



Business leads

Enquiries, booked calls, demonstrations, member-offer use and redemptions.

Sponsor landing page or PIBA form



Event value

Attendance, hospitality use, stand interactions, samples and sponsor feedback.

Event report within ten working days



PIBA reports aggregate campaign performance and keeps control of the underlying personal data.

Early partners should feel the advantage

The public rates provide a clear anchor. The final scope can flex around a credible objective and budget.



Flexible by scope

Change the geography, number of events, exclusivity, tickets or media rights to meet budget. The proposal shows exactly what changes.



Q1 2027 price protection

Early sponsors can renew an equivalent package at the same cash price when the scope remains unchanged and inventory is available.



First view of expansion

Founding relationships receive early consideration as PIBA adds events and evaluates further regions.



Hospitality included

Selected packages include event tickets so partners can meet businesses, host clients or reward staff.

The current opportunity is Greater Manchester.

Early entry gives partners a dated proof base before the programme expands.



Celebrating local excellence within the pet industry



Start with the audience you need.

PIBA will shape the geography and rights around that objective.

ONE AREA

Local businesses
Packages from £250

ACROSS GREATER MANCHESTER

Regional and category partners
Packages from £3,000

PROGRAMME-WIDE

National consumer and trade brands
Packages from £7,500

Partnership enquiries

hello@piba.co.uk

Launch prices exclude VAT. Final proposals confirm inventory, deliverables, payment terms and availability.