



MIAMI'S ULTIMATE DOG-LOVING CELEBRATION

Coconut Gove • January 17-18, 2026



Benefactor



With Support From



What?

Miami's first-ever, large format dog festival uniting thousands of dog lovers, families, local businesses, and community organizations in support of rescue and adoption efforts

When & Where?

January 17-18, 2026
10:00 AM – 5:00 PM
Regatta Park
Miami – Coconut Grove

Why?

- **80%** of pet owners seek brands that support pet-related initiatives
- Over **500,000** dog-owning households in greater Miami
- Estimated **1.25 million** people living in homes with dogs

Who?

You! An opportunity to present your company, products or services, over a two-day period, to a significant number of dog-loving attendees



In-Person Events Matter More Than Ever

Human Connection Builds Stronger Brand Trust

- **87% of consumers** say they are more likely to buy a brand's product after an in-person experience
- **91% of attendees** say they have more positive feelings about a brand after participating in a live event
- Face-to-face experiences **increase trust and authenticity** — two qualities that are difficult to replicate online

People remember brands that make them feel something; emotion drives recall. Being physically present with customers transforms "awareness" into "relationship"

In-Person Events Generate Higher ROI

- Bizzabo's 2024 Event Marketing Report found that **52% of marketers** say event marketing drives more business value than any other channel
- **74% of event attendees** say they're more likely to buy the promoted product after attending a live event
- The average ROI for event **marketing is 4–6x** the investment when properly measured

Events create multi-touch value: awareness → engagement → conversion: A single weekend festival can produce media exposure, social content, email list growth, and on-site sales simultaneously

Community and Brand Advocacy

- **84% of event attendees** say they share their experience online, creating organic user-generated content that extends reach
- In-person events create micro-communities — shared experiences that **foster loyalty and advocacy** long after the event ends

The modern consumer doesn't just want to buy something; they want to belong to something—events create brand tribes

Sensory and Emotional Drives Memory Retention

- According to Harvard Business Review, **people retain up to 70%** of information from experiences versus 10% from reading or hearing
- Experiential events **trigger multiple senses** — sight, sound, smell, touch—making the interaction neurologically "sticky"

A brand booth, live demo, or interactive installation activates emotional memory, making your brand part of the story—not just another logo

Live Events Complement Digital Channels

- **93% of marketers** say combining in-person and digital touchpoints (hybrid or event-driven content) boosts campaign performance
- Event-generated content (videos, reels, UGC) **drives 2–3x higher** engagement on social media than studio content

A brand booth, live demo, or interactive installation activates emotional memory, making your brand part of the story—not just another logo

Examples: Pet Industry & Lifestyle Events

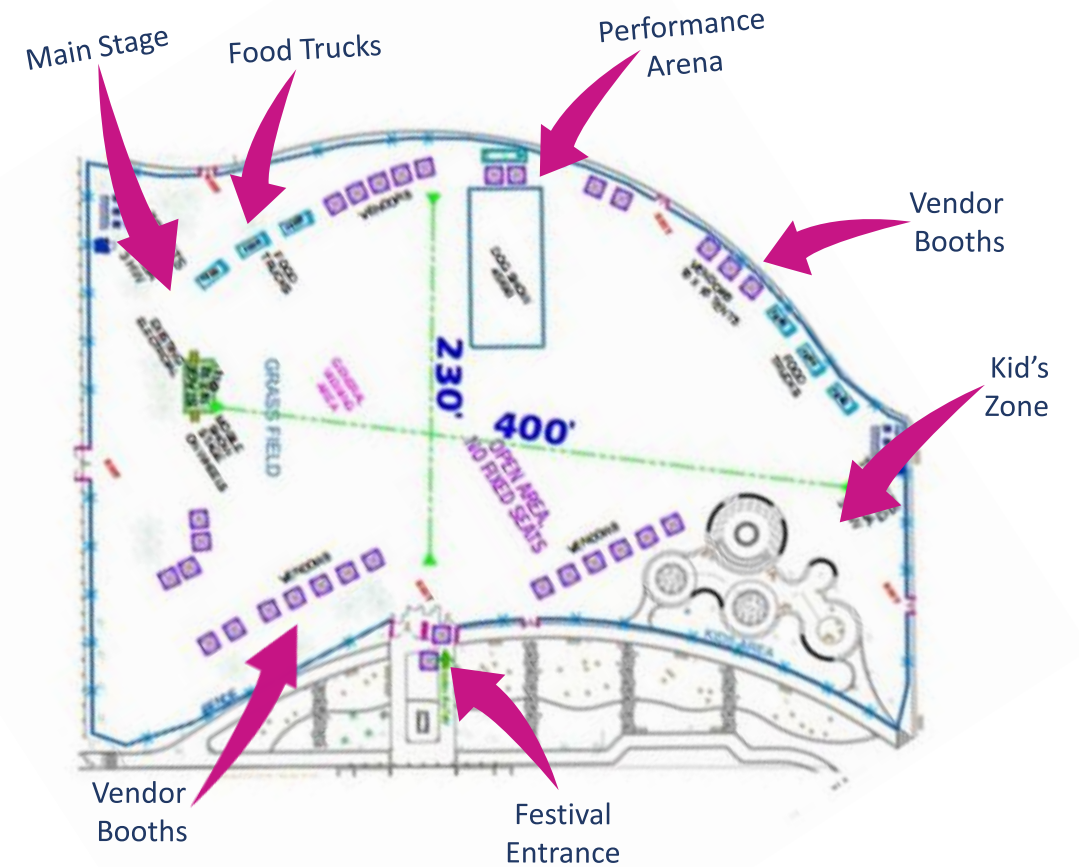
Pet expos, festivals, and adoption events report **40–60% higher engagement** on sponsor activations vs. online-only promotions

Brands like Purina, Trupanion, and BarkBox use experiential booths and photo zones to drive both emotional connection and data capture (leads, QR scans, subscriptions)

Regatta Park Site Plan



Regatta Park Aerial View



Festival Floor Plan

Background

- Miami's **first-ever**, large format dog festival
- Two-day event unites thousands of dog lovers, families, local businesses, and community organizations in support of rescue and adoption efforts
- More than an event—it's a dog lovers celebration to inspire adoption, rejoice with pet families and strengthen community bonds
- Festival proceeds benefit **PAWS4you**, a leading, local nonprofit rescue
- Debut in Miami with plans and funding to expand to other metro areas notable for high concentration of dog ownership: Phoenix, Dallas, Houston, Atlanta, Detroit and Los Angeles
- Founding partners have **extensive experience** in business start-ups and large-scale event production

Festival Location Demographics

- Over **500,000** dog-owning households in greater Miami
- Estimated **1.25 million** people living in homes with dogs
- Miami is the **8th largest** metro area for dog ownership
- Coconut Grove is known as “dog city” with strong foot traffic, dog-friendly businesses, and community spaces
- Close to **5 million residents** in the tri-county comprised of Miami-Dade, Broward and Monroe counties
- Besides the greater Miami area, the festival will attract attendees from the neighboring Monroe and Broward counties
- The festival will also attract **significant numbers** of “Snow Birds” given event’s timing and location

Festival Highlights

- Awareness and ticket sales through and with local dog clubs, rescues and business partners—combined in excess of **250,000 followers**
- Marketing with South Florida-native Instagram dog influencers—combined over **180,000 followers**
- More than **92,000** square feet of festival area
- **Significant attendance** expected over the course of the two days
- Champion Frisbee dog and Golden Retriever agility shows
- Corgi and Dachshund races
- Fun pup contests and K-9 exhibitions
- Pet wellness talks and dog training demonstrations
- Vendor booths, food, music and beverages

THANK YOU



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