



Service Dogs UK Conference & Dogs in Service Awards

OVO Winchester,
11th September 2025

Dogs Making a Difference

How dogs can positively impact our health,
wellbeing and working lives



Overview

About the Conference

The 'Dogs Making a Difference' conference brings together experts, researchers, charities, military and blue light organisations and animal welfare organisations to celebrate and explore the profound impact of dogs in mental health, therapy, and service roles. From PTSD Assistance Dogs supporting Veterans to search-and-rescue dogs saving lives, this event will highlight the extraordinary partnerships between humans and dogs. The conference will feature an array of expert speakers, followed by a gala dinner celebrating exceptional dog and human partnerships.



Service Dogs UK Assistance Dog Billy

Who will Attend?

- Military & Emergency Services Personnel
- Healthcare & Mental Health Professionals
- Assistance Dog Trainers & Charities
- Corporate CSR & ESG Representatives
- Philanthropists & Animal Welfare Advocates

Why Sponsor the Event?

By sponsoring 'Dogs Making a Difference', you align your brand with a groundbreaking movement supporting Veterans, emergency responders, and those who work with dogs who change lives on a daily basis. Your sponsorship supports the mission and work of Service Dogs UK while showcasing your commitment to mental health, wellbeing, animal welfare, and social responsibility.



The charity have given me my best friend who I know will have my back. That has allowed me to move forward with my life, even with CPTSD. Thank you so very, very much.

Veteran, Dave with Assistance Dog, Logi



Volunteer Jane with Gracie



Patrick & Dottie



Sponsorship Opportunities

Platinum Sponsor - £7,995

- Branding and logo placement as the Headline Sponsor on all materials and communication
- Prime speaking opportunity at the conference
- Official sponsor of the Medals of Honour
- Opportunity to be on judging panel of all 7 Medals of Honour categories
- Opportunity to present Medals of Honour and have photos with the winners
- Exhibition stand in premium location
- Headline sponsor in all press and media coverage
- Headline sponsor in SDUK newsletters before and after the event with link to your website
- Website sponsorship acknowledgement and thanks
- Logo in prime position on all conference media, stage backdrop, etc.
- One page advert/ editorial in conference programme
- Opportunity to include promotional items in delegate bags
- Logo prominently displayed on your table
- Exclusive VIP networking opportunities
- Prime position platinum table on the day day and in the evening for up to 6 people
- Personalised event memento and certificate for up to 6 people
- Complimentary wine on table in the evening for up to 6 people
- Certificate and photos celebrating the event

Gold Sponsor - £3,995

- Prime position gold table for up to 4 people
- Complimentary wine on table in the evening for up to 4 people
- Your logo prominently displayed on your table
- Your logo featured in conference media, on stage backdrop etc.
- Option of trade stand in prime position at no additional cost
- Certificate and photos celebrating the event
- Featured as sponsor in all press and media coverage
- Featured as sponsor in SDUK newsletters before and after the event with link to your website
- Website sponsorship acknowledgement and thanks
- Half page advert/ editorial in conference programme
- Opportunity to include promotional items in delegate bags
- Event memento and certificate for up to 4 people

Silver Sponsor - £2000

- Prime position Silver table for up to 3 people
- Your logo prominently displayed on your table
- Your logo featured in conference media
- Option of a trade stand in prime position at a reduced cost
- Certificate and photos celebrating the event
- Featured as sponsor in press and media coverage
- Website sponsorship acknowledgement and thanks
- Quarter page advert/ editorial in conference programme
- Opportunity to include promotional items in delegate bags

Bronze Sponsor - £1000

- Prime position bronze table for up to 2 people
- Your logo prominently displayed on your table
- Your logo featured in conference media
- Option of a trade stand at a reduced cost
- Certificate and photos celebrating the event
- Featured as sponsor in press and media coverage
- Website sponsorship acknowledgement and thanks



My anger has eased and I've found myself calmer but also able to do more, but when feeling anxious or down. Milo has been there to help me through it by either physically something to do, or just being with me.

Veteran, Stu with Assistance Dog, Milo

Dogs in Service Awards



Dogs in Service Medals of Honour

Sponsored by our Platinum Sponsor

To be awarded at the gala dinner.

On the tenth anniversary of Service Dogs UK, we have introduced the Service Dogs UK Medals of Honour to celebrate some incredible dogs that have made an extraordinary contribution in the service they have given. Only the most inspirational dogs and handlers will achieve an award. They have been carefully selected for the service they have given to the military, the emergency services or as assistance dogs in the UK. These wonderful dogs may be still serving or retired.



Military Dog Medal of Honour



Emergency Services Dog Medal of Honour



Assistance Dog Partnership Medal of Honour



Lifetime achievement Dog Medal of Honour



Lifesaving Dog Medal of Honour



Rescue Dog Medal of Honour



Wellbeing or Therapy Dog Medal of Honour

(Includes educational support and facility dogs)

SDUK Assistance Dogs, Dottie, Ollie & Isla



Jordan & Teddy



SDUK have given me something I never thought I would have, some hope that it will be OK.

Veteran, Jordan with Assistance Dog, Teddy

The Impact of your Sponsorship

Your Sponsorship will:

- Fund the training of more PTSD Assistance Dogs
- Raise awareness of mental health support for Veterans & Emergency Responders
- Expand research into the therapeutic impact of dogs

Join Us in Changing Lives, Two at a Time

Contact us today: fundraising@servicedogsuk.org

Visit us: www.servicedogsuk.org

Follow Us on Social Media: [@servicedogsuk](https://www.instagram.com/servicedogsuk)

