

HSBC UK Takes the Lead as Official Banking Partner for Goodwoof 2025

Goodwoof has today announced that leading international bank HSBC UK is to be the Official Banking Partner for this year's event – the ultimate dog's day out – taking place at the Goodwood Estate in West Sussex on Saturday 17 and Sunday 18 May.

Now in its fourth year, Goodwoof celebrates everything we love about our canine companions with a diverse range of activities designed for both dogs and their owners, including agility courses, grooming demonstrations, and talks from leading pet experts.

This year, HSBC UK will spotlight the relaunch of HSBC Premier¹—its premium current account offering rewards across wealth, international, travel and health —with a specially designed presence at Goodwoof.

Plans include a dedicated lounge for customers and their canine companions, as well as the 'The Bark Account' experience – a light-hearted campaign inviting all guests to share photos of their dogs at the HSBC UK stand on social media for the chance to win exclusive prizes and unlock perks.

Adam Waterworth, Chief Executive Officer of Goodwood, said: "HSBC UK is a very welcome addition to our top tier of Goodwoof partners. Their playful and interactive activation aligns brilliantly with our mission to celebrate wellbeing and connection—not just for dogs, but for their humans too. By showcasing services that support financial confidence and lifestyle goals, HSBC UK brings a fresh dimension to the Goodwoof experience that we're sure will resonate with our visitors."

Luke Harper, Head of Partnerships for HSBC UK, said: "We're delighted to be joining Goodwoof 2025 as Official Banking Partner. It's a truly unique event that celebrates the joy dogs bring to our lives – something we know resonates with many of our customers."

"From playful moments like 'The Bark Account' experience to a dedicated lounge where our customers can 'paws and relax', our presence at Goodwoof reflects the premium service HSBC Premier offers our customers. With enhanced benefits across wealth, international services, travel, and health, plus 24/7 support, it's about delivering meaningful value—with a little tail-wagging fun along the way."

-ENDS-

Notes to Editors:

Goodwoof, Saturday 17 & Sunday 18 May at the Goodwood Estate, West Sussex.

Tickets

Tickets for Goodwoof can be purchased at goodwood.com or by calling the Ticket Office on +44 (0)1243 755055. All dogs and children aged 12 and under go free and there is a half-price Young Person's ticket for those aged between 13 and 21. All activities across the event are included in ticket price.

Contact

Gary Double, Double Communications for Goodwood

E: gary@doublecomms.com

M: 07768 825114

Aurora Bonin, Media Relations for HSBC UK

E: aurora.f.bonin@hsbc.com

M: 07438 850833

For all other press enquiries please contact: media@goodwood.com

Imagery and news from Goodwood are available from our [Press & Media site](#).

Stay up to date with all future announcements and on-event action across our social channels:

[Facebook](#) | [Instagram](#) | [TikTok](#)

About Goodwoof

Goodwoof is a celebration of all that we love about dogs on the Goodwood Estate. It takes place in the fields around the James Wyatt-designed Kennels, which is now the social home of our sporting membership on Saturday 17 and Sunday 18 May 2025. The event offers a wide range of activities and demonstrations designed to delight, entertain and inform. Dog owners and their families and friends can encourage their own dog to have a go, browse our carefully hand-picked retailers, enjoy a dip in Fido's Lido, sit back with a glass of Taittinger champagne, relax in The Radox Health Studio with a spot of sound bathing, reiki or dog yoga, or marvel at the clever kennels designed by architects from around the world as part of the Barkitecture competition.

For more information, go to www.goodwood.com/goodwoof

About HSBC UK

HSBC UK serves over 15 million active customers across the UK, supported by 23,900 colleagues. HSBC UK offers a complete range of retail banking and wealth management to personal and private banking customers, as well as commercial banking for small to medium businesses and large corporates. HSBC UK is a ring-fenced bank and wholly-owned subsidiary of HSBC Holdings plc.

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 58 countries and territories. With assets of US\$3,054bn at 31 March 2025, HSBC is one of the world's largest banking and financial services organisations.

1. The [HSBC Premier Bank Account](#) gives high earners access to preferred products, Premier specialists and exclusive benefits and rewards. HSBC Premier offers more than banking with travel, wealth and reward benefits to help customers travel smarter, bank seamlessly abroad, put their family first and plan for today and tomorrow. [Terms and conditions and other eligibility criteria apply.](#)