



Sponsorship  
& Advertisement  
Opportunities

# 13TH MAY 2023

## SPONSORSHIP





The Nottinghamshire County Show celebrates the best of Nottinghamshire and our 2022 show welcomed over 14,000 people to the Newark Showground.

The one day event showcases everything from livestock, equine, countryside competitions, acts & displays with trade stands, machinery and local producers.

One visitor feedback - 'Just wanted to say to all of the team, thank you for a wonderful well organised Nottinghamshire Show. Gosh, it was busy and record numbers. You should be proud of yourselves.'



Of visitors said they would visit the show again



Would recommend the show to others



Of competitors would recommend competing in the show

\*Statistics taken from surveys conducted after the 2022 show

We have a range of sponsorship and advertising opportunities listed in this brochure that will help you drive brand exposure to thousands of visitors prior, during and after the Show

It's more than just agriculture, there's something for everyone in the rural and regional community.

With thanks to our 2022 sponsors...



Talents Solicitors have been proud sponsors of the Nottinghamshire County Show for many years and we are delighted that the show will be returning, bigger and better than ever before.

Talents Solicitors 2022 feedback

# Public Entrance & E-ticket

A cost-effective opportunity to place your company in front of every person attending the show and reach them digitally with your advert on the Show E-tickets

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 10 people with access to the Members and Sponsors Lounge and Lawn
- Display 3 company banners including one on the Main Ring
- Display a pop up banner in either Members Area or Cedric Ford
- Feature your logo or name on the Show Map
- Feature your logo or name in the Show Competitors Catalogue
- Commentator announcements
- Company advert on all advance show E-tickets



**£2,000 + VAT**

# Show Map

(Includes production of signage)



**An excellent opportunity to raise your profile to thousands of people. Show Maps are given to everyone including competitors for free at the time of entering the show**

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 10 people with access to the Members and Sponsors Lounge and Lawn
- Display 3 company banners including one on the Main Ring.
- Display a pop up banner in the Members Area or Cedric Ford
- Feature your logo or name on the Show Map
- Feature your logo or name in the Show Competitors Catalogue
- Commentator announcements
- Trade stand space offered



**£2,000 + VAT**

# Prime Area Sponsorship

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Get your brand at the centre of the action by sponsoring one of our Prime Areas including the Members Area (SOLD), Main Ring, Countryside Area, Festival of Food, Agricultural & Machinery Area

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 6 people with access to the Members and Sponsors Lounge and Lawn
- Display 3 company banners including one on the Main Ring.
- Display a pop up banner in the Members Area or Cedric Ford
- Feature your logo or name on the Show Map
- Feature your logo or name in the Show Competitors Catalogue
- Commentator announcements



**£1,500 + VAT**

# Ringside Sponsorship

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An opportunity to be the exclusive sponsor of one of the busy areas including the Sir John Eastwood Rings, Pony Club Newark Ring, Cattle Marquee & Ring, Vintage Tractor Area, Rabbit Show (Newark Pavilion)

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 4 people with access to the Members and Sponsors Lounge and Lawn
- Display 2 company banners including one on the Main Ring
- Feature your logo or name on the Show Map
- Feature your logo or name in the Show Competitors Catalogue
- Commentator announcements

**£800 + VAT**





# COMPETITION SPONSORSHIPS

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- Standard Classes
- Breed Champion
- Young Handler Champion
- Supreme Champion
- Section Sponsor

# Standard Classes

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An affordable sponsorship option available across all livestock and equine sections by sponsoring one of the many classes held at the show

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 2 people with access to the Members and Sponsors Lounge and Lawn
- Feature your logo or name in the Show Competitors Catalogue

**£150 + VAT**





# Breed Champion or Young Handler Champion

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Be the proud sponsor of one of our many Breed Champions or Young Handler Champions

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 2 people with access to the Members and Sponsors Lounge and Lawn
- Feature your logo or name in the Show Competitors Catalogue
- An opportunity to present the class prize during the Grand Parade

**£250 + VAT**



# Supreme Champion

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## Support and sponsor your Supreme Champion from Heavy Horse to Beef Cattle

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 4 people with access to the Members and Sponsors Lounge and Lawn
- Display 2 company banners including one on the Main Ring
- Feature your logo or name in the Show Competitors Catalogue
- Commentator announcements
- An opportunity to present the class prize during the Grand Parade

**£650 + VAT**



# Overall Section Sponsor



Enhance your brand by being the lead sponsor across one of our sections.

**Sections Include: Beef Cattle, Small Livestock, Light Horse & Pony, Heavy Horse, Farriery, Floral Arts & Rural Skills**

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 10 people with access to the Members and Sponsors Lounge and Lawn
- Display 3 company banners including one on the Main Ring
- Display a pop up banner in the Members Area or Cedric Ford
- Feature your logo or name on the Show Map
- Feature your logo or name in the Show Competitors Catalogue
- Commentator announcements
- An opportunity to present the class prize during the Grand Parade
- A trade stand in the relevant area



**£2,500 + VAT**



# AREAS OF ACTIVITY

## SPONSORSHIPS

- Young Farmer Lawnmower Racing
- Acts & Displays
- Education Awards
- Agricultural Awards

# Young Farmer Lawnmower Racing

**SOLD**



The 2023 will see the finale lawn mower race amongst Nottinghamshire YFC and will run twice in the Main Ring

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 10 people with access to the Members and Sponsors Lounge and Lawn
- Display 3 company banners including one on the Main Ring
- Display a pop up banner in the Members Area or Cedric Ford
- Feature your logo or name on the Show Map
- Commentator announcements
- An opportunity to present the prize to the winning team

**£2,000 + VAT**



# Acts & Displays



Family Dog Show, Hogg Show, Bandstand, Village Green Games, Morris Dancers

**We are delighted to host lots of exciting acts and displays that are available for sponsorship and is an excellent way to reach visitors in popular areas**

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 4 people with access to the Members and Sponsors Lounge and Lawn
- Display 2 company banners including one on the Main Ring
- Feature your logo or name on the Show Map
- Commentator announcements



**£800 + VAT**

# Education Awards



Help the Newark & Nottinghamshire Agricultural Society promote the education programme and support the next generation of agricultural employees

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 6 people with access to the Members and Sponsors Lounge and Lawn
- Display 2 company banners including one on the Main Ring
- Display a pop up banner in the Members Area or Cedric Ford
- Commentator announcements
- An opportunity to present the award

£1000 + VAT



# Agricultural Awards

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A worthy award presented to individuals that have served the agricultural sector for a long period of time

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 4 people with access to the Members and Sponsors Lounge and Lawn
- Display 2 company banners including one on the Main Ring
- Display a pop up banner in the Members Area or Cedric Ford
- Commentator announcements
- An opportunity to present the award



**£800 + VAT**





# OTHER OPPORTUNITIES

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If you are looking to support and advertise at your local show in other ways, we have a number of other opportunities:

- You Are Here Boards
- Ringside Banners
- Friends Of The Show
- Work In Kind
- Donations

# You Are Here Boards



(Includes production of signage)

**We will be displaying large floorplans at 6 locations around the show and these will be used extensively by the visitors**

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show for 2 people with access to the Members and Sponsors Lounge and Lawn
- Company logo 'banner style' at the bottom of the board and stand position highlighted

**£300 + VAT per board \*\***

\*\*Commit to all 6 boards for £1250 + VAT, also includes free entry for 6 people.



# Ringside Banner

- Banners – Display 1 company banner in the agreed area
- Logo or name will appear on the Sponsor Board and URL on our website



**£150 + VAT**

## Friends Of The Show

- A years membership for up to 4 friends or family
- Entry to the show for 4 people with access to the Members and Sponsors Lounge and Lawn
- Logo or name will appear on the Sponsor Board and URL on our website



**£110 + VAT**

## Work in Kind Or Donations

**As a Society organising the show, we rely on extra support from individuals willing to offer work in kind or donate supplies**

- Logo or name will appear on the Sponsor Board and URL on our website
- Entry to the show with access to the Members and Sponsors Lounge and Lawn





## **Get in touch:**

If you are interested in any of these opportunities, would like to discuss these options further, or if you are interested in a tailor-made package, contact:

**Francesca Hayes**

email: [francesca.hayes@newarkshowground.com](mailto:francesca.hayes@newarkshowground.com) or tel: 07305 997 574

or

email: [show@newarkshowground.com](mailto:show@newarkshowground.com) or tel: 01636 705796

