



11TH MAY 2024

SPONSORSHIP



The Newark & Nottinghamshire Agricultural Society is a registered charity dedicated to promoting and championing agriculture across the Midlands region. As part of our charitable remit, we proudly organise three agricultural shows including the Nottinghamshire County Show, The Newark Vintage Tractor & Heritage and the Midlands Machinery Show. We partner with organisations like the NFU, CLA, Nottingham Trent University to share knowledge, best practice and industry information and as owner of the Newark Showground, are pleased to host over 500 events and conferences per year.

As a charitable Society, we recognise and award grants to students and apprentices in the agricultural industry, offer a platform for businesses large and small to exhibit and showcase the skills and passions of livestock, equine, agricultural, food and rural craft sectors with the support of our volunteer stewards. We pride ourselves on working closely with the local community and value their involvement which enables us to put on three important shows. More about the Society can be viewed on our new website here: newarkandnotts.com





The Nottinghamshire County Show celebrates the best of Nottinghamshire and our 2023 show welcomed over 15,000 people to the Newark Showground.

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



86%
Of visitors said they would visit the show again



87%
Would recommend the show to others



89%
Of competitors would recommend competing in the show

*Statistics taken from surveys conducted after the 2023 show

Tallents will be celebrating 250 years in business next year, so it'll be good to wrap this sponsorship in with that celebration!
Tallents, 2024 Sponsor for Festival of Food

With thanks to our 2023...



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

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

Principle Partner £2,500.00 + vat



An opportunity to place your company in front of every person attending the show. The following options are: Show Map, Public Entrance-ticket, Beef Cattle section, Small Livestock section, Light Horse & Pony section, Heavy Horse section, Farriery section or the Floral Arts section.

- Corporate Membership to the society with exclusive benefits including entry to the show for 6 people with access to the Members & Sponsors lounge and lawn overlooking the Main Ring. 3 Forward parking passes included.
- Recognition of sponsorship on the Sponsor Board, Show Map and URL on the website.
- Digital banner on the show website.
- Included in PR & social media leading up to the show.
- Display 3 company banners including one on the Main Ring.
- Company leaflet placed in the information point.
- Commentator announcements throughout.
- Other arrangements on discussion – *This may include product placement, advert on the e-ticket, advert on the show map, trade stand space offered, opportunity to present prize in the Grand Parade. Confirmed at the time of enquiry.*



Yes we would like to sponsor and I think we would like to go for the same spot again as it seemed to work well last year and trade certainly picked up after the event!

Hardys, 2024 sponsor of the public entrance & E-ticket

Gold Sponsorship £1,600.00 + vat

Get your brand at the centre of the action by sponsoring one of our Prime Areas. The following options are: New **SOLD** Area, Main Ring and activities, Countryside Area, Fest **SOLD** od, Agri & Machinery Area, YFC Lawn Mower Race, The Growing Hub or Community Zone.

- Entry to the show for 6 people with exclusive access to the Members & Sponsors lounge and lawn overlooking the Main Ring.
- 3 Forward parking passes included.
- Recognition of sponsorship on the Sponsor Board, Show Map and URL on the website.
- Included in PR and social media leading up to the show.
- Display 3 company banners including one on the Main Ring.
- Commentator announcements throughout.
- Company leaflet placed in the information point.
- Other arrangements on discussion to enhance the company presence in that area. – *subject to the package chosen this may include opportunity to present awards or product placement.*



Silver Sponsorship £900.00 + vat



An opportunity to be the exclusive sponsor of one of the following areas: the Sir John Eastwood Rings, Pony Club Newark Ring, Cattle Marquee & Ring, Vintage Tractor Area or the Rabbit Show.

- Entry to the show for 4 people with exclusive access to the Members & Sponsors lounge and lawn overlooking the Main Ring.
- 2 passes for Forward parking.
- Recognition of sponsorship on the Sponsor Board and URL on the website.
- Included in PR and social media.
- Display 2 company banners.
- Commentator announcements throughout.
- Opportunity to present an award with professional photography.
- Other arrangements on discussion to enhance the company presence in that area.



“Could I just thank you and all the team for a very well run show, classes running smoothly, and the information sent to us competitors was clear and useful. Whoever was on the end of the phone was also very helpful

2023 Competitor

Bronze Sponsorship

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

Tier 1 – Supreme Champion (Heavy Horse or Beef Cattle) £650.00 + vat

- Entry to the show for 4 people with access to the Members & Sponsors lounge and lawn overlooking the Main Ring and 2 forward parking passes.
- Display 2 company banners.
- Opportunity to present in the Grand Parade.

Tier 2 – Breed Champion or Young Handler Champion £250.00 + vat

- Entry to the show for 2 people with access to the Members & Sponsors lounge and lawn overlooking the Main Ring and 1 forward parking pass.
- Opportunity to present in the Grand Parade.

Tier 3 – Standard Competition Class £160.00 + vat

Entry to the show for 2 people with access to the Members & Sponsors lounge and lawn overlooking the Main Ring and 1 forward parking pass.



All tiers listed include recognition of sponsorship on the Sponsor Board, mention in the competition catalogue and URL on the website. As well as commentator announcements and opportunity to present a prize with professional photography

Education Awards £1000.00 + vat



The Newark & Nottinghamshire Agricultural Society's Education Development Grant is open to Agricultural Society members who are Nottinghamshire residents between the age of 16 and 30 years. The programme supports the next generation of agricultural employees and by sponsoring this section you will benefit from:

- Entry to the show for 4 people with access to the Members & Sponsors lounge and lawn overlooking the Main Ring. 2 passes for Forward parking.
- Recognition of sponsorship on the Sponsor Board, URL on the website and logo/name on certificates.
- Included in PR and social media.
- Display 2 company banners.
- Commentator announcements throughout.
- Opportunity to present awards with professional photography.



OTHER OPPORTUNITIES



You Are Here Board £250.00 + vat each

We will be displaying large floorplans at 6 locations around the show and these will be used extensively by the visitors. £1250.00 + vat for all 6.

- Entry to the show for 2 people with access to the Members & Sponsors lounge and lawn overlooking the Main Ring and 1 forward parking pass.
- Recognition on the Sponsor Board and URL on the website.

Visitor Newsletter banner £200.00 + vat (1 week prior)

- Artwork provided by sponsor. 2 emails for £325.00 + vat
- Entry to the show for 2 people with access to the Members & Sponsors lounge and lawn overlooking the Main Ring and 1 forward parking pass.

Ringside Banner £175.00 + vat

- Entry to the show for 2 people with access to the Members & Sponsors lounge and lawn overlooking the Main Ring and 1 forward parking pass.

Friends of the Show Package £120.00 + vat

A years membership to the Newark and Nottinghamshire Agricultural Society for up to 4 friends or family.



Newark & Notts
Agricultural Society

Corporate Society Membership

- Annual fee £275.00
- Up to 6 guests entry to all three of the society shows with exclusive areas and refreshments.
- Exclusive networking opportunities.
- Influence the society's future.

Work in Kind / Donations

As a Society organising the show, we rely on extra support from individuals willing to offer work in kind or donate supplies. This can be anything from bottled water for our stewards to hay bales and more.



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 or tel: 07305 997 574

or

email: show@newarkshowground.com or tel: 01636 705796

