



DORSET SPRING SHOW

27 & 28 APRIL 2024

PARTNERSHIP & PARTICIPATION
opportunities



Where Dorset
Blooms



Welcome to the Show

Introducing the Dorset Spring Show!

Brought to you by the same passionate team behind the Dorset County Show. The Dorset Spring Show is set to burst into bloom at the picturesque Kingston Maurward, DT2 8PY, on the weekend of Saturday 27th and Sunday 28th April 2024.

Prepare to immerse yourself in a delightful fusion of Food, Farming, Flowers, and so much more! Join us as we celebrate the vibrant spirit of spring, right in the heart of Dorset's breathtaking countryside.

The roots of this event come from the Society's annual Spring Horticultural and Homecraft Competitions. In 2024, we're taking it to a whole new level. This is our opportunity to create a fresh and exciting event for our community, bringing the people of Dorset together to kickstart the warmer seasons after a long winter.

The Dorset Spring Show promises an array of captivating experiences. You can savor local delicacies or discover the skills behind their creation. Prepare to be enthralled by captivating demonstrations, entertained by exhilarating acts, try your hand at various activities, indulge in some local shopping, savour delectable treats, explore informative educational zones, and even make the acquaintance of a lamb.

Dorset Spring Show welcomes you with open farm gates, offering an entertaining yet educational experience. From the Food & Drink Theatre to the Speakers Corner, Floral Demonstrations, Agri Education Hub, Crafters Corner, Gardeners Avenue, and so much more—all set against the stunning backdrop of Kingston Maurward.

Whether you're interested in sponsoring, trading, or participating in the demonstrations, we hope you'll join us in making this event a resounding success. We hope those attending will not only enjoy the Show, and make memories but also learn something in Food, Farming, Floral and Rural Skills. The County Show continues to mark the end of summer in style as it has done for over 170 years. In 2024, we also kick summer off in style!

Your unforgettable spring adventure awaits! Don't miss out on the Dorset Spring Show, where the true magic of springtime comes to life.

James Cox
Event Organiser



Brought to you by:





WHAT IS AT THE DORSET SPRING SHOW?



Meet animals

SHEEP ● LAMBS ● PIGS ● FERRETS ● PEACOCKS

DON'T MISS THE SHEEP SHOW!



Explore rural skills

POTTERY ● AXEMEN ● WEAVING ● FENCING

Watch Country Acts

FALCONRY ● SHEEP DOG DEMOS ● GUN DOGS

VISIT THE SPRING ARENA FOR A PACKED PROGRAMME



Let's get Green Fingered



FLORAL DEMOS ● GARDEN & PLANT AVENUE
SPRING HORTICULTURAL COMPETITIONS

Listen, Watch & Learn

COOKERY THEATRE ● SPEAKERS CORNER
AGRICULTURAL DEMONSTRATIONS

Sights, Smells & More!

STEAM ENGINES ● FARM MACHINERY DEMOS
MUSIC ● FUNFAIR ● CLASSIC CARS



Our expectations for the Show



10,000 Visitors

100 Trade Stands inc crafts, food, floral and more

200 Entries in Horticulture & Homecraft Competitions

Kingston Maurward, DT2 8PY

09:30 - 17:00

Show Layout



Main House:

Speakers Corner, Indoor Crafts, Floral Demonstrations
Horticulture & Homecraft Competitions

Event Fields:

Food & Drink Theatre, Farm Machinery Displays
Spring Arena, Animal Park, The Sheep Show
The Hogg Show, Garden Village, Rural Skills
Plant Avenue, Agri Demonstrations & more.

Sponsor the Show



Become a partner and sponsor of the Dorset Spring Show and get your brand noticed! You will not only be supporting this exciting new event but also contribute to the promotion of food, farming, countryside and rural life. This partnership offers your brand a unique opportunity to gain significant visibility and access to a wide audience.

Take a moment to explore the various sponsorship opportunities available:



PACKAGES

Copper

£50 +VAT

- Acknowledgement on the Dorset Spring Show website
- 1 x 3m length banner at the Dorset Spring Show
- Logo on sponsors acknowledgements located around the Show
- 2 x Show Tickets (either day for one day)

Bronze

£100 +VAT

- Logo on the Dorset Spring Show website
- Sponsorship of a Competition Class inc logo in the Schedule
- Logo on sponsors acknowledgements located around the Show
- 1 x 3m length banner at the Dorset Spring Show
- 2 x Show Tickets (either day for one day)

Silver

£150 +VAT

- Logo on the Dorset Spring Show website
- Sponsorship of 2 x Competition Classes inc logo in the Schedule
- Logo on sponsors acknowledgements located around the Show
- 1 x 3m length banner at the Dorset Spring Show
- 4 x Show Tickets (either day for one day)

Gold

£250 +VAT

- Sponsorship of an Act, based in the Food & Drink Theatre, Speakers Corner, Demonstrations Area

Gold+

£360 +VAT upwards

- Sponsorship of an Act, based in the Spring Arena or elsewhere inc the likes of The Sheep Show

Gold Benefits:

- Logo on the Dorset Spring Show website
- Logo on the 'What's on' page. Gold+ will receive an acknowledgement with the act box
- Logo on the Show timetables displayed online, at the Show and sent via an E-Newsletter
- Social media acknowledgement. Gold+ will receive an acknowledgement when their act is announced
- Acknowledgement on an E-Newsletter (15,000 subscribers). Gold+ to feature with their act
- Logo on sponsors acknowledgements located around the Show
- PA announcement prior to the act
- 2 x 3m length banners at the Dorset Spring Show - to be provided by the sponsor
- 5 x Show Tickets (either day for one day). Gold+ receives 7 x Show Tickets



**ACT
SPONSOR**

Sponsor the Show



PACKAGES

Platinum

£450 +VAT upwards

Sponsorship of an Area within the Dorset Spring Show, including:

- Speakers Corner
- Gardeners Avenue inc Floral Stands
- Steam Engines
- Classic Cars
- Food & Drink Theatre
- Food & Drink Village
- Food Hall
- Shopping Hall
- Farm Area

More to be announced...

Platinum+

Sponsorship of an Area within the Dorset Spring Show, including:

- Spring Arena - £1,000 +VAT
- Event Field Sponsor - £1,000 +VAT
- Car Park Sponsor - £600 +VAT
- House Sponsor - £800 +VAT



Platinum Benefits:

- Logo on the Dorset Spring Show website homepage
- Logo on the 'What's on' page with an acknowledgement alongside the area sponsored
- Logo on the Show timetables displayed online, at the Show and sent via an E-Newsletter
- Social media acknowledgement inc tags when the sponsored area is mentioned
- Acknowledgement on an E-Newsletter with the area sponsored (15,000 subscribers)
- Static advert within an E-Newsletter
- Logo on sponsors acknowledgements located around the Show
- Sign and/or banner next to the area Sponsored
- Platinum+ Sponsors can provide additional branding in their sponsored area
- PA announcements
- 4 x 3m length banner at the Dorset Spring Show - provided by the sponsor
- 6 x Show Tickets (either day for only one day)

Major Show Sponsor

£2,500 +VAT

See your brand feature throughout the Dorset Spring Show.

This package provides class, act and area sponsorship options alongside branding on materials in the lead up to and over the Dorset Spring Show. This includes E-Tickets, website and signage around the Show!

Headline Show Sponsor

Negotiable

Reach Dorset in the Spring!

The Headline Show Sponsor provides the highest brand awareness, featuring on the majority of Show material. This includes but is not limited to the Show website, roadside boards, E-Tickets, leaflets and schedules. The Headline Show sponsor will also feature heavily in E-Newsletters, socials and website. Then throughout the Show including at entrances, on signage and options of acts, area and class sponsorship.

All packages can be tailored

Trade at the Show



Take a Trade Stand at the Dorset Spring Show and meet new customers while expanding upon relations with existing customers. The Show offers a range of trading opportunities in different areas of the Show.

Take a moment to explore the various trading opportunities available:

TRADE STAND PRICES:

General Outside Trade:

Positions for all products and services, spaces are located outside on grass.

3m frontage x 3m depth - £80 +VAT
Every 1m frontage x 3m depth thereafter at £20 +VAT

6m frontage x 3m depth - £140 +VAT
9m frontage x 3m depth - £200 +VAT
Larger sizes available.

6m frontage x 6m depth - £150 +VAT
Every 1m frontage x 6m depth thereafter at £20 +VAT

9m frontage x 6m depth - £210 +VAT
12m frontage x 6m depth - £270 +VAT
Larger sizes available.

12m frontage x 12m depth - £320 +VAT
Every 1m frontage x 12m depth thereafter at £30 +VAT

15m frontage x 12m depth - £410 +VAT
18m frontage x 12m depth - £500 +VAT
Larger sizes available.

Shopping Hall:

Positions for all products and services, spaces are located within a marquee on grass, there is no shell scheme.

3m frontage x 3m depth - £120 +VAT
6m frontage x 3m depth - £210 +VAT

Floral & Plant Avenue:

Outside positions on grass for floral nurseries and plants traders.

3m frontage x 3m depth - £35 +VAT
6m frontage x 3m depth - £65 +VAT
9m frontage x 3m depth - £90 +VAT

6m frontage x 6m depth - £110 +VAT

Crafts

The discounted craft spaces are strictly for products made by hand by the stand holder.

Crafts Inside:

Positions based inside the Main House of Kingston Maurward.

3m frontage x 3m depth - £80 +VAT
6m frontage x 3m depth - £130 +VAT

Crafts Outside:

Positions based outside on grass, must bring your own gazebo.

3m frontage x 3m depth - £55 +VAT
Every 1m frontage x 3m depth thereafter at £14 +VAT

4m frontage x 3m depth - £69 +VAT
5m frontage x 3m depth - £83 +VAT
Larger sizes available.

Food Hall:

Positions in a marquee based on grass, no shell scheme.

3m frontage x 3m depth - £150 +VAT
6m frontage x 3m depth - £270 +VAT

Food & Drink for onsite consumption surcharge - £120 +VAT

Food & Drink Village:

Outside positions on grass. This area is for all food and drink products.

3m frontage x 3m depth - £90 +VAT
Every 1m frontage x 3m depth thereafter at £20 +VAT

6m frontage x 3m depth - £150 +VAT
9m frontage x 3m depth - £210 +VAT
Larger sizes available.

Food & Drink for onsite consumption surcharge - £180 +VAT

Catering Units are to apply by concession.

Electric:

13 Amp Commercial Supply - Low Voltage (1 Kilowatt). Strictly no kettles, charging: £50 +VAT
16 Amp Commercial Supply - Max 2.5 Kilowatts: £99 +VAT
32 Amp Commercial Supply - Max 6 Kilowatts: £199 +VAT
Adaptors not included.

SET UP IS PERMITTED FROM THE FOLLOWING DATES:

Outside Trade Stands: Wednesday 24 April 2024
Inside Trade Stands (Marquees & Building): Friday 26 April 2024

TRADE STAND PITCHES MUST BE CLEARED BY THE FOLLOWING DATES:

Outside Trade Stands: 15:00 on Monday 29th April 2024
Inside Trade Stands (Marquees & Building): 20:00 on Sunday 28th April 2024

Get involved

with the Show

Take part in the Dorset Spring Show 2024!

Are you a talented chef, eager to **showcase your culinary skills**? Want to share how you produce your delicious creations? Or perhaps you have a unique product you can **demonstrate creating**? Would you like to **engage with potential customers** and **sell products** at a vibrant new event? Do you want to **promote your business** or launch your new book?

The Dorset Spring Show offers a fantastic opportunity for all of this and more! It is your chance to connect with people from across Dorset and beyond, right in the heart of our community.



Speakers Stage: Share your story, knowledge and insights.



Trading Areas: Display and sell your products to a diverse and enthusiastic crowd.



Food & Drink Theatre: Demonstrate your culinary expertise and captivate food enthusiasts. Do you produce a food or drink product? Do a demonstration on how it is made.



Demonstration Areas: Showcase your skills, educate visitors, promote rural skills and agriculture. Areas include **Rural Skills, Craft Demos, Agriculture Demos**.



Floral Demonstrations: Share flower arranging and floral knowledge.



Farming Zone: Showcasing the Food to Fork process. Demonstrations include Working Farm Machinery on how Tractors work and feed the nation while promoting kit.

We invite you to be a part of this dynamic new experience!

The demonstration areas not only offer spaces within the Show but comes with additional brand awareness. The Society will not only add you to it's Show timetables, but feature you on the website, social media and in relevant promotion.

This is your Show. Don't miss the opportunity to connect, engage, and thrive at the Dorset Spring Show 2024. We look forward to welcoming you!



Your Spring adventure *awaits...*

We hope that you see the potential of your involvement with the Dorset Spring 2024. This April marks the beginning of a fresh and exciting chapter, and we are keen for you to join us in establishing this as a much-anticipated annual tradition.

Are you interested in sponsorship, trading opportunities or showcasing through demonstrations? Your partnership and participation would be invaluable, and we would be delighted to discuss the possibilities with you.

Please do not hesitate to get in touch with the Show via the following:

- E.** info@dorsetcountyspringshow.co.uk
- T.** 01305 264249
- W.** www.dorsetsspringshow.co.uk

Together, this event will be truly extraordinary!

Where Dorset
Blooms



Company Reg: 3473496

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