

SPONSORSHIP & PARTNERSHIP
OPPORTUNITIES 2024

DORSET COUNTY SHOW



7 & 8 SEPT 2024

Celebrating **rural life** in Dorset
Dorset's end of **harvest celebration**

YOUR COUNTY SHOW





Welcome to the County Show

This September the County Show connects the consumer and the producer. We showcase Dorset agriculture, country, rural life, and the many businesses located within, from the local craftsmen to the delicious food producers and the machinery dealerships.

The Dorset County Show continues to pave the way for our future, in 2023 we implemented several changes, a new layout to explore, new attractions to watch, new areas to visit and a revised marketing strategy. The Show reopened its gates and brought Dorset together for one of our highest attendee Shows.

This year, we expand on new additions including the Food & Drink Area, Food Hall (also known as Dorset's Largest Larder), Hill Top Area, Crafters Avenue and Woodland Section. We also welcome thrilling new acts including Ben Atkinson and His Action Horses and the IMPs Motorcycle Display Team.

We have plenty more attractions to announce as we approach to the County Show. This will include the likes of the livestock competing for those prestigious rosettes, showjumpers compete for high stakes prize funds, Shetland Pony Racing in our Hill Top Ring, show gardens and so much more!

Enclosed within this brochure is information on how you can use the County Show to expand your brand. This includes trading, sponsorship and advertising opportunities.

Join us on Saturday 7th & Sunday 8th September as we end summer in style.

Kind regards,

James Cox
Event Organiser



DORSET COUNTY SHOW

7 & 8 SEPT 2024



60,000
VISITORS



500
TRADE STANDS

ENTRIES

1,051

SHEEP

1,319

HOME CRAFT

111

GOATS

658

HORTICULTURE

276

CATTLE

648

EQUINE

503,000

**REACH ON SOCIAL
MEDIA IN AUGUST**

340,000

**WEBSITE
VISITORS**

MEDIA

Media Highlights:



The Sunday Telegraph





WHAT IS AT THE SHOW?



The Hill Top Area

A new ring featuring new acts including Heavy Horse Logging and Shetland Pony Racing

Food & Drink Area

Huge Food Hall adjacent to the Food & Drink Area with music stage, picnic tents and festive flags!

Livestock

Cattle, Sheep, Pigs, Goats, Sheep Shearing

Equine

Showjumping, Scurry Racing, Showing, Heavy Horse Village & more

Rural Pursuits

Gun Dogs, Thatcher, Ferret Racing, Falconry

Horticulture

Plant Avenue, Floral Pavilion, Show Gardens
Vegetable & Fruit Classes

Woodland

Wood carving & Dorset Axemen

Poultry

Blacksmiths

Steam Section

Crafters

Dorset Artisan Craft Marquee
& Crafters Avenue

Homecraft

Bees & Honey

Rabbits & Cavies

and so much more...



SPONSOR THE SHOW

HERE ARE JUST SOME OF THE POTENTIAL BENEFITS YOU COULD RECEIVE AS A SPONSOR:

- Admission Tickets to the Show
- Sponsors badges providing access to The Member's Area inc. Lawn overlooking the Main Ring, restaurant, private dining, bar and toilets.
- Forward Area Car Parking
- Inclusion within competition schedules inc.

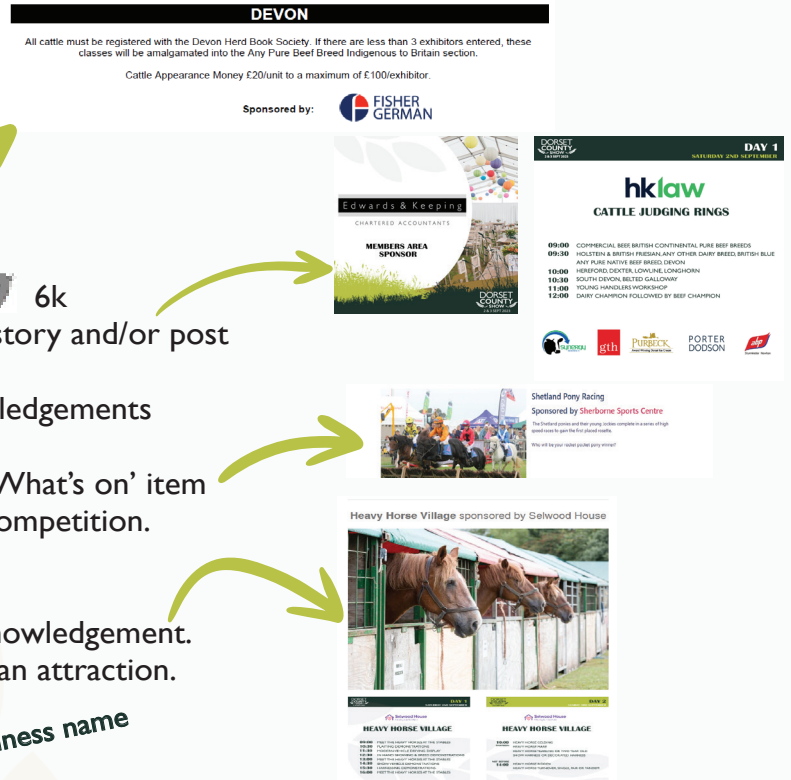
- Logo, located within or on the cover
- Advert
- Acknowledgement

Online:

- Followers: 18k 3k 6k
- Socials: Branded acknowledgement - story and/or post
- Socials: Tag when an act is announced
- Socials: Logo within sponsors acknowledgements
- Website: Logo on the homepage
- Website: Acknowledgement under a 'What's on' item
- Website: Logo on various pages inc. competition.

E-newsletters - 18k subscribers:

- Logo included within, a sponsors acknowledgement.
- Acknowledgement when announcing an attraction.
- Static advert.



your business name

Sponsor an area of the Show - 'The Countryside Area'. Your name would be printed across the publications, signage and on our website and social media when mentioning the area of the Show and the attractions within it.

Pre Show and Show Weekend Materials:

- Logo on the visitors map published on the website, social media and located around the Show
- Logo and/or name on the Show timetables placed online, in print and around the Show.
- Logo, acknowledgement and/or advert in Show Guides and Catalogues.
- Logo, acknowledgement and/or advert in Ticket and Passes Packs.
- Logo, acknowledgement and/or advert on the e-ticket that visitors purchase in advance.



At the Show:

- PA Announcement in Show Rings.
- Logo located on signage and banners.
- Banner advertising space.
- Presentation opportunity.



AND SO MUCH MORE...

This year, the County Show welcomes two Headline Acts to the Main Ring!

BEN ATKINSON AND HIS ACTION HORSES £1,500 +VAT

First time performing in Dorset Ben Atkinson promises to thrill, excite and astonish audiences with his high energy, breathtaking, death defying stunt Show! Power and grace in the dance of dressage and explosive airs above the ground made famous by the Spanish Riding School of Vienna. The Action Horses will take to the Main Ring twice on both days of the 2024 County Show!

This being a big, one year only act means the Show will provide high coverage throughout.

The benefits:

Pre Show

- Act to become 'Ben Atkinsons and His Action Horses sponsored by ##'
- Online
 - Logo on the homepage
 - Acknowledgement as a top act on the What's On page inc. link to sponsors website
 - Logo featured on the What's On page
- Social Media:
 - Acknowledgement when act is mentioned
- E-newsletters:
 - Acknowledgement when promoting Ben Atkinsons and His Action Horses
 - Logo
 - Static advert
- Pre Show Opportunities
 - Mention in press releases relating to the act
 - Logo and advert within the Members free Show Handbook
 - Logo on the Show Timetables - displayed on socials, e-newsletters, website and print
- Show Opportunities
 - Sponsor to provide 4 x 3m x 1m banners to go within the Main Ring
 - Logo within the Show Guide and Catalogue
 - Logo displayed around the Show on acknowledgement boards
 - Commentary notes in the Main Ring including before and after the act

Show weekend



IMPS MOTORCYCLE DISPLAY TEAM

£1,000 +VAT

Reving engines to the awe of a billowing fire jump and the suspense of the multiple motorcycle combination 'cross-over' routine. The Imps will have visitors mesmerised by an unmissable display of noise, discipline and skill.

The Imps will see high coverage before, during and post the 2024 Show.



MAIN RING

£4,500



The best of the best is the theme of the Main Ring! Whether the sponsor is looking for the big stakes prize funds or the adrenaline of the scurry racing, up to the prize money, the Main Ring sponsorship opportunity offers naming rights that will appear across the Showground materials. It is one of the best packages available!

The benefits:

Pre Show

- The Main Ring to become 'Sponsors name Main Ring'
- Name included when announcing and acknowledging Main Ring acts
- Online
 - Logo featured on the homepage
 - Acknowledgement on the 'What's On' page inc. a 'Sponsors name Main Ring' heading
- Acknowledgements on social media inc. when the rings acts are announced and/or mentioned
- E-newsletters:
 - Acknowledgement when promoting the Main Ring acts
 - Static advert
- Pre Show Opportunities
 - Logo within the Livestock and Equine schedules
 - Logo and acknowledgement within the Show timetables - above the Main Ring
 - Logo featured on the visitors map in the location of the Main Ring
- Show Opportunities
 - Logo within the Show Guide and Catalogue
 - Sponsor to provide 8 x 6m length banners to go inside and outside the Main Ring
 - PA Announcements over the ring commentary system
 - Logo on sponsors acknowledgements located around the Show

Show weekend

Additional Opportunities

SCURRY RACING, VINTAGE PARADE, COACHING MARATHON, SHOWJUMPING

Prices for Main Ring Acts start from £500.00 +VAT

MACHINERY OR CAR DEALERSHIP?

You could sponsor Showjumping for £500 +VAT and place your car or machine in the Main Ring as a large branding opportunity during your sponsored class - you will certainly be seen!

COUNTRYSIDE RING

£2,500 +VAT

Where the countryside comes to life! From Flying falconry to skills of a sheep dog. This is the place to perch if wanting to be wowed by rural pursuits. The sponsor of the Countryside Ring will gain similar to the Main Ring Sponsor.

Prices for Countryside Ring acts start from £450.00 +VAT

HILL TOP RING

£1,500 +VAT

Introduced in 2023, the Hill Top Ring welcomed brand new acts including Shetland Pony Racing, Heavy Horse Logging and Mounted Pony Club Games. Situated at the top of the Showground, this ring overlooks the County Show. This ring will be expanded further with new acts in 2024.

Prices for Hill Top Ring acts start from £400.00 +VAT



HILL TOP RING

SHEEP SHOW

MEMBERS AREA £3,000 +VAT

The Show welcomes over 1,500 Members annually, in addition to sponsors, judges, stewards and honorary visitors. The Members Area encompasses a large lawn overlooking the Main Ring, restaurant, bar, and toilets. The Members Area had a new look in 2023 resulting in a record number of Members!

The benefits:

Pre Show

- Members Area to become 'Members Area sponsored by ##'
- Online
 - Logo on the Members page
 - Logo featured on the homepage
- E-newsletters:
 - Acknowledgement when promoting Membership
 - Static advert
- Pre Show Opportunities
 - Logo on the Members booking form
 - Logo and advert within the Members free Show Handbook
 - Logo on the Members letters
 - Sponsor can provide a leaflet to go within the packs sent to Members with their badges
- Show Opportunities
 - Full page advert within the Show Guide & Catalogue
 - Logo on the VP and Forward Area Car Parking Passes
 - Show to provide banners stating 'Members Area sponsored by' at each entrance
 - Sponsor can provide feather flags to go at each entrance and around the Members Area
 - Sponsor can place leaflets on Members dining tables
 - Sponsor to provide 4 x 3m length banners to go within the Members Area



Show weekend

HEAVY HORSE VILLAGE £850 +VAT

The magnificent Heavy Horses sowed the crops in the fields long before the modern farm machinery that surrounds the Main Ring appeared in the fields. The Heavy Horse Village is made up of stables around a large ring, within the ring you will see demonstrations on Saturday and competitions on Sunday.

The benefits:

Pre Show

- The ring to become 'Heavy Horse Village sponsored by ##'
- Online
 - Logo featured on the homepage
 - Acknowledgement on the 'What's on' page under Heavy Horse Village
- Acknowledgements on social media inc. when mentioning the Heavy Horse Village,
- E-newsletters:
 - Acknowledgement when promoting the Heavy Horse Ring
 - Logo included with ring timetable
 - Static advert
- Pre Show Opportunities
 - Logo within the Equine Schedule
 - Logo and acknowledgement within the Show timetables
 - Name featured on the visitors map
- Show Opportunities
 - Sponsor to provide 4 x 3m length banners to go within the Heavy Horse Ring
 - PA Announcements over the ring commentary system
 - Logo on sponsors acknowledgements located around the Show
 - Logo on the timetables placed on the ring barriers

Show weekend



LIVESTOCK SECTION SPONSORSHIP

Livestock is the heart of any Agricultural Show, and that is no different at The Dorset County Show. Sponsor a Livestock section to receive brand awareness pre, during and post the Show. Sponsoring livestock allows you to reach the competitors but also Show visitors.

HEADLINE SECTION SPONSOR:

SHEEP £2,000 +VAT

PIGS £1,200 +VAT

CATTLE £2,000 +VAT

GOATS £1,200 +VAT

The benefits:

Pre Show

- Online
 - Logo featured on the homepage
 - Acknowledgement on the 'What's on' page under Livestock
 - Acknowledgement as the 'Headline **** Sponsor' on the compete page along with your logo
- Acknowledgements on social media inc. when mentioning the relevant livestock section
- E-newsletters:
 - Acknowledgement when promoting the livestock
 - Static advert
 - Acknowledgement when mentioning competing at the Show

Show weekend

- Pre Show Opportunities
 - Logo on the cover of the Livestock Schedule
 - Logo within the Livestock Schedule before the section you are Headline Sponsor of
 - Logo and acknowledgement within the Show timetables viewed by many Show visitors
 - Logo within the Livestock ticket and passes packs
 - Sponsor can provide a leaflet to go within Livestock packs
- Show Opportunities
 - Name featured on the visitors map - displayed on the website, socials and around the Show
 - Logo within the Show Guide and Catalogue
 - Sponsor to provide 6 x 3m length banners to go within the section
 - PA Announcements over the ring commentary system
 - Logo on sponsors acknowledgements located around the Show
 - Logo acknowledgements as that sections Headline Sponsor around the section.

Additional Opportunities

SPONSOR A LIVESTOCK RING £400 +VAT

HEADLINE BEEF SPONSOR £550 +VAT

OVERALL LIVESTOCK SPONSOR £4,000 +VAT

MILKING DEMONSTRATION SPONSOR £600 +VAT

Livestock Class Sponsorship

Within our Gold, Silver and Bronze Sponsorship Packages you can sponsor a livestock class. Whether you wish to Sponsor Cattle or Goats, these sponsorship packages start at just £80+VAT.

There is also the opportunity to Sponsor a Breed from £300 +VAT.

FOOD & DRINK AREA

£750 +VAT

This area was introduced in 2023. Celebrating local producers, the Dorset County Show introduced this new area to showcase the many Great British treats. The Food & Drink Area gives visitors the opportunity to purchase delicious foods and drinks to take home to use in the kitchen along with mouth watering foods to eat at the Show. The area will consist of a semi circle of stands with picnic marquees in the middle, music tent and colourful flags around the outside.

The benefits:

- Online
 - Logo featured on the homepage
 - Acknowledgement on the 'What's on' page under Food & Drink Area
- Acknowledgements on social media inc. when mentioning the Area and it's traders
- E-newsletters:
 - Acknowledgement when promoting The Food & Drink Area
 - Logo
- Show Opportunities
 - Logo within the Show Guide and Catalogue
 - Traders listed as 'Food & Drink Area sponsored by ##'
 - Sponsors name featured on the Show visitors map
 - Sponsor to provide 4 x 3m length banners to go within the Food & Drink Area
 - Sponsor is welcome to provide feather flags to go around the Food & Drink Area
 - Logo on sponsors acknowledgements located around the Show

Pre Show

Show weekend

FOOD HALL

£1,200 +VAT

Dorset's largest larder - this 50m x 25m marquee welcomes producers from across Dorset and the South West. The Food Hall is one of the most popular marquees to visit.

The other Shopping Sponsorship Opportunities include Dorset Artisan Crafts Tent, Lifestyle & Gift, Shopping@theavenue and more! Enquire for prices and benefits.

HORTICULTURE

£600 +VAT

Includes floral stands, Show gardens, fruit and vegetable competitions

HEMOCRAFT

£400 +VAT

AXEMEN RING

£420 +VAT

STEAM SECTION

£330 +VAT

E-TICKET SPONSOR

£3,500 +VAT

Includes logo and advert on all E-Tickets (pre purchased Show Tickets)

CAR PARK SPONSOR

£1,500 +VAT

NEW ALPACAS

£1,000 +VAT

EQUINE RING

£500 +VAT

HEADLINE EQUINE SPONSOR

£2,000 +VAT

The below is our set range of sponsorship packages. These are mostly surrounding a competitive section but can be tailored to other areas of the Show. These all come with brand awareness and ticket allocations.

COPPER

£150 +VAT

- Sponsorship of a Cattle, Sheep, Equine, Homecraft or Horticulture Class
- Acknowledgement in the relevant Schedule and Catalogue
- PA announcement during judging (dependant on section sponsored)
- 1 x 3m length banner in an area related to your Sponsorship
- 2 x one day Show tickets
- 2 x Sponsors badges granting access into The Member's Area



Gain this package for £80 +VAT without the tickets and passes.

BRONZE

£250 +VAT

- Sponsorship of Breed Classes within Cattle, Sheep, Equine, Homecraft or Horticulture Class
 - Classes within Breeds will be sponsored by other individuals
- Logo above the Breed in the relevant Schedule along with in the Catalogue
- Logo within the Show Guide
- Logo on the Show homepage and on the Compete page
- Acknowledgement on social media
- PA announcement during judging of the Breed (dependant on section sponsored)
- 1 x 3m length banner in an area related to your Sponsorship
- 4 x one day Show tickets
- 2 x Sponsors badges granting access into The Member's Area



SILVER

£500 +VAT

- Sponsorship of multiple Breed Classes within Cattle, Sheep, Equine, Homecraft or Horticulture Class
 - Classes within Breeds will be sponsored by other Sponsors
- Logo above the Breed in the relevant Schedule along with in the Catalogue
- Logo within the Show Guide
- Logo on the Show homepage and on the Compete page
- Acknowledgement on social media
- Logo on sponsors acknowledgements located around the Show
- PA announcement during judging of the Breed (dependant on section sponsored)
- 1 x 3m length banner in an area related to your Sponsorship
- 6 x one day Show tickets
- 4 x Sponsors badges granting access into The Member's Area
- 2 x Forward Area Car Parking Passes



GOLD

£1,000 +VAT

- Sponsorship of multiple Breed Classes within Cattle, Sheep, Equine, Homecraft or Horticulture OR a showjumping class taking place in the Main Ring
 - Classes within Breeds will be sponsored by other Sponsors
- Logo above the Breed in the relevant Schedule along with in the Catalogue
- Logo within the Show Guide
- Logo on the Show homepage and on the Compete page
- Acknowledgement on social media
- Logo on sponsors acknowledgements located around the Show
- PA announcement during judging of the class (dependant on section sponsored)
- 1 x 3m length banner in an area related to your Sponsorship
- 8 x one day Show tickets
- 8 x Sponsors badges granting access into The Member's Area
- 4 x Forward Area Car Parking Passes
- 4 x meal vouchers to eat in the Members Restaurant



PLATINUM

£7,500 +VAT

MAJOR SHOW SPONSOR

A Major Show Sponsor comes with a range of benefits, including 'Area' opportunities along with 'packages' opportunities with classes and breeds. **The benefits include as follows:**

- Sponsor to be known as a 'Major Show Sponsor'
- Logo to appear on the following documents:
 - Trading Opportunities Brochure
 - Competitive Schedules including Livestock, Equine, Horticulture and Homecraft
- Logo to appear on the following pre Show promotional material:
 - Show Leaflet
 - Show Poster
 - Logo on e-tickets - purchased by visitors
- Online
 - Logo on e-newsletters to visitors, members, competitors
 - Static advert within e-newsletters
 - Logo at the top of the Show homepage along with other pages
 - Acknowledgements on social media
- Sponsor to provide marketing collateral to go in all Ticket & Passes packs
- Show Opportunities:
 - Logo to appear on the following materials:
 - Covers of the Show Catalogue and Show Guide
 - Logo on the Sponsors Acknowledgements located across the Showground
 - Full page advert within the Show Guide & Catalogue
 - Banner advertising spaces across the Showground
 - Sponsor can provide feather flags to be situated at the Public Entrances
 - PA Announcements across the Show, commentary notes to be supplied by the Sponsor

Pre Show

Show weekend



A Major Show Sponsor will also receive Area Sponsorship Opportunities and Sponsorship of Livestock, Equine, Homecraft and Horticulture Classes providing further brand awareness opportunities.



This is the largest sponsorship package the Dorset County Show offers, giving the highest brand awareness to an individual business pre, during and post Show.

Pre Show

- Sponsor to be known as a 'Headline Show Sponsor'
- Logo to appear on the covers of the following documents:
 - Trading Opportunities Brochure
 - Sponsorship Opportunities Brochure
 - Competitive Schedules including Livestock, Equine, Horticulture and Homecraft
 - Show Gardens Brochure
- Logo to appear on the following pre Show promotional material:
 - Show Leaflet
 - Show Poster
 - E-tickets– purchased by visitors
 - Tickets distributed to Trade Stands, Competitors etc
 - Printed Newsletters to Members
 - Roadside boards distributed across the region
- Online:
 - Logo on E-Newsletters to visitors, members, competitors etc
 - Static advert within E-Newsletters (location varying)
 - Website: logo across the website inc. the Show header
 - Acknowledgements on Social Media inc. tags in countdown images
- Additional Pre Show Opportunities:
 - Advert on the e-ticket purchased by visitors
 - Sponsor to provide a leaflet to go in all pre Event Ticket & Passes packs
 - Inclusion in pre event press releases

Show weekend

- Logo on Show Timetables - display in advance and throughout the County Show
- Banner advertising spaces across the Showground including all entrances and rings
- Sponsor to feature in large on all sponsors acknowledgements located across the Show
- PA announcements on all PA systems across the Showground
- Headline Sponsor to sponsor a Cattle, Sheep, Equine, Horticulture and Homecraft class to offer further benefits
- Headline Sponsor to sponsor a Main Ring Attraction offering further benefits
- Headline Sponsor to sponsor a Countryside Attraction offering further benefits
- Headline Sponsor to sponsor another Show Area offering further benefits
- Headline Sponsor to sponsor a Hill Top Ring Attraction offering further benefits
- Logo on the cover of the Show Catalogue & Guide
- Adverts within the Show Catalogue & Guide
- Ticket allocation

Be the true Champion of the County Show as the Headline Sponsor!



Book an advert within the Show Catalogue & Guide.

The Show Catalogue and Guide includes timetables, competitors, trade stands, map and more! 4,000 copies are sold at Show entrances and across the Showground.

Advert Prices:

Some advert locations maybe reserved for Show Sponsors

Back Cover: £650 +VAT

Inside Front Cover: £600 +VAT

Inside Back Cover: £400 +VAT

Centre Pages (double): £800 +VAT

Full Page Colour: £300 +VAT

Half Page Colour: £250 +VAT

Full Page Adverts are A5 size.

TRADE STANDS

A trade stand space at the County Show provides the opportunity to sell product, meet customers, network, expand on relations or offer hospitality.

Please see below a sample of Trading Opportunities available at the County Show:

Sizes are frontage (m) x depth (m):

General Trade:

3m x 6m: £250 +VAT

6m x 6m: £408 +VAT

9m x 6m: £612 +VAT

12m x 6m: £817 +VAT

6m x 9m: £554 +VAT

9m x 9m: £681 +VAT

12m x 9m: £907 +VAT

12m x 12m: £983 +VAT

15m x 12m: £1,230 +VAT Larger options are available including Motor Trade.

Agricultural Trade:

6m x 6m: £122 +VAT

12m x 6m: £245 +VAT

12m x 12m: £493 +VAT

15m x 24m: £1,232 +VAT

The Show offers a range of smaller and larger options in our specific Agricultural Trade Area.

Additional Trade Areas: Food Hall, Food & Drink Area, Catering Units, Shopping Hall, Crafters Avenue, Dorset Artisan Craft Marquee, Shopping@theavenue, Rural Life, Floral Pavilion, Plant Avenue and Demonstrators.

The County Show has a range of Trading options available to suit all sizes and styles of business.

The detailed sponsorship, advertising and trading opportunities are just a few of the potential areas to get involved with at the County Show. We can offer a tailored package to suit your needs. The Show brings together the Dorset community, business, agricultural, rural and all to celebrate and promote this phenomenal county. We hope you will be a part of it.

Please contact us to discuss the opportunities further.

James Cox

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T. 01305 264249



DORSET COUNTY SHOW

7 & 8 SEPT 2024

DORCHESTER, DT2 7SD

DORSET SPRING SHOW

27 & 28 APRIL 2024

KINGSTON MAURWARD

COMPANY REG: 3473496

CHARITY NO: 1066401