



DORSET
SPRING



SHOW



9 & 10 MAY 2026



YOUR SPRING
ADVENTURE AWAITS...

SPONSORSHIP OPPORTUNITIES





welcome to spring

10,000+
VISITORS

190
TRADERS

374,026
SOCIAL REACH
IN SHOW MONTH

50 MILES
AVERAGE TRAVEL
DISTANCE

Dorset Spring Show is BACK!

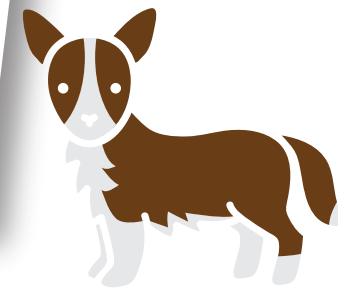
We're throwing open the farm gates once again for the third edition of the Dorset Spring Show, taking place on 3rd & 4th May 2026 at Birch Lane Showground.

This year brings some fantastic fresh additions, including **Kids Go Free**, with **adult prices and trade rates frozen**. The Show is also bigger than ever, with a **significant expansion of attractions** - from the enlarged Spring Farm Area to the launch of a Music Stage, keeping the atmosphere alive well into the evening.

The Dorset Spring Show blends entertainment with rural and agricultural education, celebrating the season that sees the countryside truly flourish back to life. Visitors can enjoy captivating demonstrations, thrilling live entertainment, hands-on 'have a go' activities, educational zones, and an abundance of delicious local food and drink. Support local crafters, meet springtime animals such as lambs, calves, pigs, alpacas and goats.

We offer a growing range of sponsorship opportunities, from high-energy attractions like the Motocross Stunt Show to the unforgettable experiences such as Fire Dancing on Saturday night. Sponsoring the Dorset Spring Show means getting your brand in front of not only thousands of Show visitors, but reaching many more through our extensive marketing channels.

Kick start your summer of events at Dorset Spring Show.



NEW FOR 2026



The Dorset Spring Show continues to grow, and **2026 is no exception**. This May, a **host of exciting new features** are heading to a farm in Dorset, including:

- **Squibb Motocross Stunt Show**
- **Fire Dancing**
- **Circus Skills** - have a go sessions and live demonstrations
- **Pottery Workshop** with Channel 4's Great Pottery Throw Down Star Dan Sandham
- **Dinosaur Roaming Invasion**
- **Heavy Horse Village**
- **Music Stage**, including **Saturday evening entertainment**. Performers include The Leggomen and D'Ska Assassin's
- **An expanded Spring Farm Area**, with *even more animals* - sheep and lambs, cows and calves, pigs and piglets, alpacas and goats

These exciting new additions join an already packed line-up, featuring:

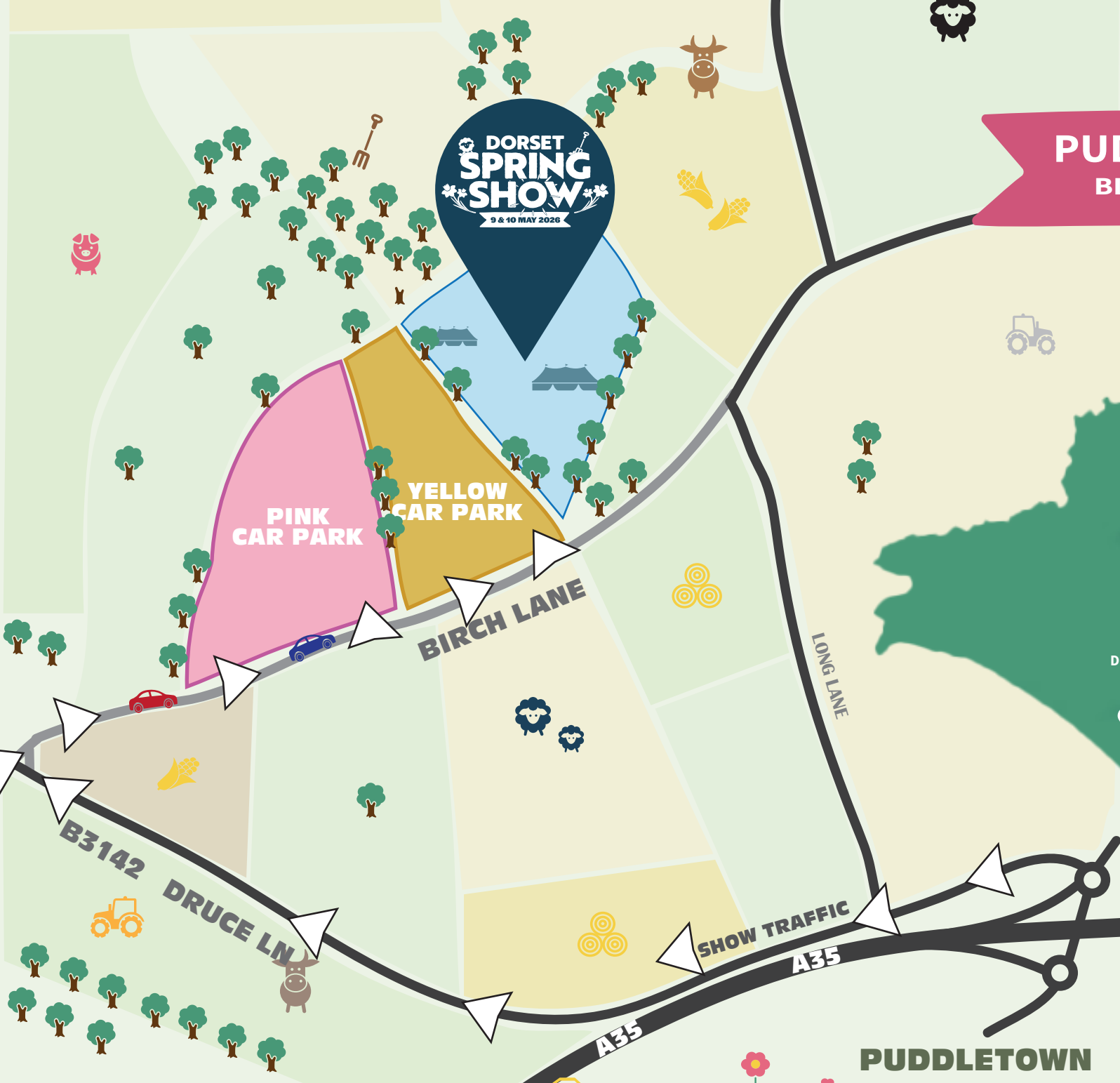
- **The Sheep Show**
- **Sheep Dog Demonstrations**
- **Gun Dog displays**
- **Axemen**
- **Terrier Racing**
- **BMX Arena**
- **Food & Floral Demonstration Theatre**
- **Poultry Tent**
- **Steam Engine Rides - watch the engines!**
- **Food & Drink Village**, featuring the Food Hall
- **Shopping areas**, including **Crafters Corner**
- **Homecraft & Horticulture Competitions**
- **Floral traders**

... and so much more to discover across the weekend





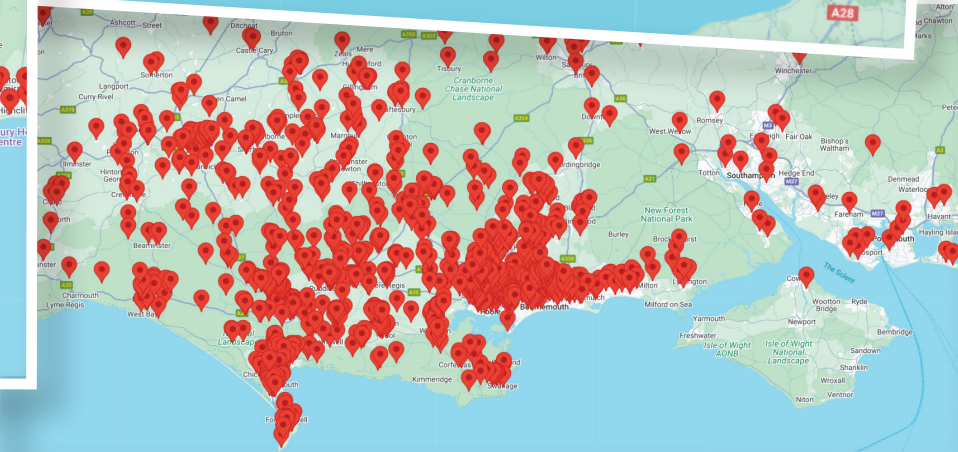
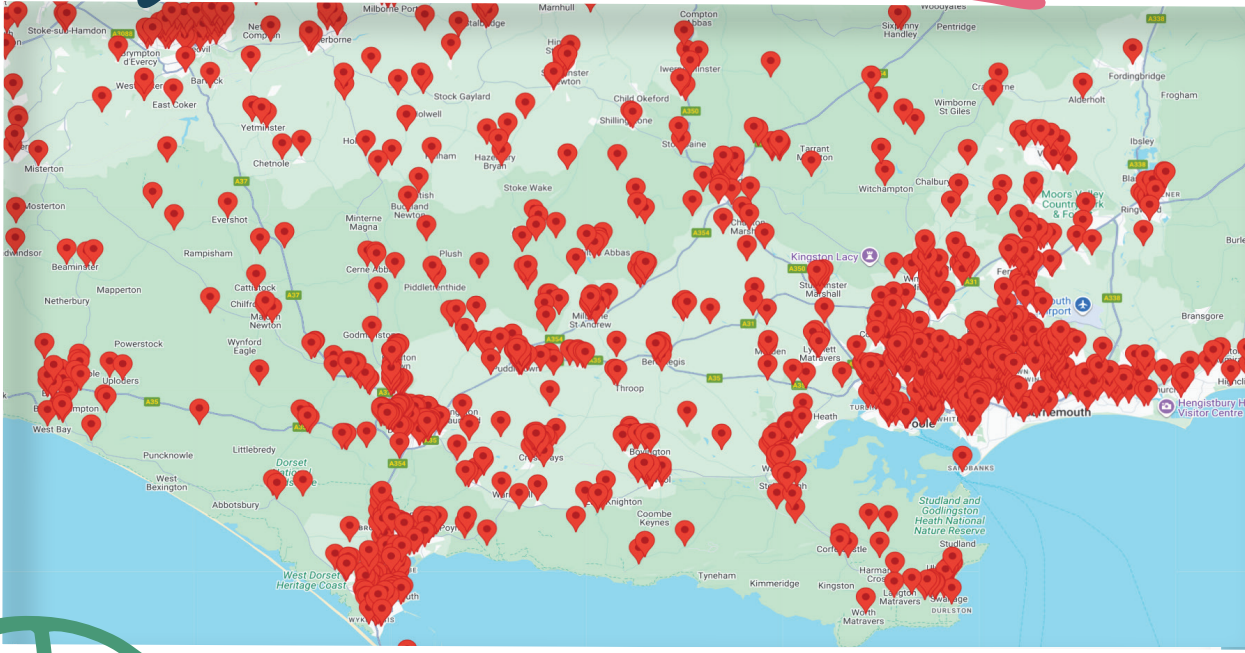
PUDDLETOWN, DT2 7LN
BIRCH LANE SHOWGROUND



PUDDLETOWN

SHOW VISITORS

ADVANCE TICKET ORDER LOCATIONS



**BRING
ON
SPRING**



SPONSORSHIP CATEGORIES & BENEFITS



This is to provide an indication to the potential benefits per price category.
The full benefits are based upon your chosen sponsorship package.

ALL PRICES EXCLUDE VAT

	COPPER £85+	BRONZE £150+	SILVER £250+	GOLD £350+	PLATINUM £450+	MAJOR £2,500+	HEADLINE £6,000+
Sponsorship of a Spring Homecraft or Horticulture Class	✓	✓	✓			✓	✓
Acknowledgement within the Competition Schedule	✓	✓	✓		✓	✓	✓
Logo within the Show Catalogue		✓	✓	✓	✓	✓	✓
PA announcements (area specific to sponsored category)				✓	✓	✓	✓
Logo on the Show website		✓	✓	✓	✓	✓	✓
Acknowledgement on the What's On page with the sponsored area / act				✓	✓	✓	✓
Logo on the What's On page with the sponsored area					✓	✓	✓
Acknowledgement on social media - higher categories receive a bespoke post		✓	✓	✓	✓	✓	✓
Logo on sponsors acknowledgements located around the Show		✓	✓	✓	✓	✓	✓
Logo on E-Newsletters sent to over 20,000 subscribers (incl County Show visitors)		✓	✓	✓	✓	✓	✓
Advert on an E-Newsletters sent to over 20,000 subscribers						✓	✓
Logo / acknowledgement within the Show Timetables			✓	✓	✓	✓	✓
Banner advertising space (3m x 0.90m length provided by the sponsor)		✓	✓	✓	✓	✓	✓
Further branding opportunities					✓	✓	✓
Logo within the Members Spring Info sent to renewed County Show Members		✓	✓	✓	✓	✓	✓
Area naming rights, including 'Area sponsored by Sponsor's Name'					✓	✓	✓
Advert within the Show Timetables				✓	✓	✓	✓
Logo on the Show Map					✓	✓	✓
Logo on the E-Tickets						✓	✓
Advert on E-Tickets							✓
Logo on promotional materials including roadside boards, billboards, adverts ...						✓	✓
Show Tickets (number specific to the package)	✓	✓	✓	✓	✓	✓	✓

SPONSORSHIP CATEGORIES & BENEFITS

CLASS SPONSORSHIP

COPPER

£85 + VAT

This is our lowest priced package, that still comes with a combination of brand awareness and tickets.

BENEFITS:

- Sponsorship of a Spring Horticulture & Homecraft competition class
- Logo in the competition schedule
- Acknowledgement on the Show website - competitions page
- 2 x Show Tickets (either day for one day)



BRONZE

£150 + VAT

This low priced package offers brand awareness including banner advertising along with tickets.

BENEFITS:

- Logo on the Dorset Spring Show website
- Sponsorship of 2 Competition Classes
- Logo in the competition schedule
- Logo included on E-Newsletters (20,000 subscribers)
- Logo on sponsors acknowledgements located around the Show
- Acknowledgement on social media
- Logo in the Members Spring info sent to renewed County Show Members
- 1 x banner advertising space
- 3 x Show Tickets (either day for one day)



SILVER

£250 + VAT

This package offers enhanced brand awareness including logo distribution.

BENEFITS:

- Logo on the Dorset Spring Show website
- Sponsorship of 3 Competition Classes
- Logo in the competition schedule
- Logo included on E-Newsletters (20,000 subscribers)
- Logo on sponsors acknowledgements located around the Show
- Acknowledgement on social media
- Logo in the Members Spring info sent to renewed County Show Members
- Acknowledgement in Show Timetables document located on the website
- 2 x banner advertising space
- 5 x Show Tickets (either day for one day)



ACT SPONSORSHIP

These packages offer extensive brand awareness **through sponsorship of acts** at the Dorset Spring Show.

GOLD

£350 + VAT

Includes sponsorship of a Demonstration Theatre Speaker/Demonstration along with a Competition Class.

GOLD+

£400 + VAT

Sponsorship of one of the following acts: Shetland Pony Racing, Terrier Racing, Sheep Dog Demonstration, Gun Dog Demonstration, Axemen



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
- Gold+ will receive a half page advert within the Show timetables
- Social media acknowledgement. Gold+ will receive an acknowledgement when their act is announced
- Acknowledgement on an E-Newsletter (20,000 subscribers). Gold+ to feature with their act
- Logo on sponsors acknowledgements located around the Show
- PA announcement prior to the act
- 3 x banner advertising spaces
- 7 x Show Tickets (either day for one day). Gold+ receives 7 x Show Tickets

ACTS & AREA SPONSORSHIP

These packages are for our most popular acts and areas which come with extensive brand awareness.

PLATINUM £450 +VAT

Sponsorship of one of the following acts: Motocross Stunt Show, The Sheep Show, Dinosaur Invasion, Fire Display
Sponsorship of one of the following areas: Demonstration Theatre, Poultry Tent, Competitions Tent, BMX Arena, Woodland Arena, Food Hall, Food & Drink Village, Gardeners Avenue, Shopping Hall, Pottery Workshop, Circus Skills Area

PLATINUM+ £500 upwards +VAT

Set prices per area:

Heavy Horse Village: £600 +VAT

Spring Arena (main ring): £1,600 +VAT

Music Stage (open into Saturday Evening): £1,200 +VAT

Car Parks Sponsor: £800 +VAT

Event Field Sponsor: £1,500 +VAT

E-Ticket Sponsor: £2,500 +VAT

Steam Engine Rides: £600 +VAT

Spring Farm Area (animals): £1,400 +VAT



BENEFITS:

- Logo on the Dorset Spring Show website
- Logo on the 'What's on' page - if sponsoring an area the sponsor will have a header above the acts
- Logo on the Show timetables displayed online, at the Show and sent via an E-Newsletter
- Logo on timetables in that area
- A full page advert within the Show timetables document
- Social media acknowledgement. Including acknowledgement when area acts are mentioned
- Acknowledgement on an E-Newsletter (20,000 subscribers).
- Those sponsoring over £1,000 +VAT will gain a static advert within E-Newsletters
- Logo on sponsors acknowledgements located around the Show
- Platinum+ sponsors have an advert within the Members Spring Show info
- PA announcement prior to the act / in the area
- Platinum+ sponsors gain their advert on area signage
- Platinum+ sponsors may gain naming rights of areas
- Area sponsors receive their name on Show visitors map on the area sponsored
- Platinum+ sponsors gain their logo on the Show visitors map over the area sponsored
- 4 x banner advertising spaces - more depending on the area
- Additional branding opportunities such as feather flags - upon discussion with the Show Office
- Show tickets based on amount sponsored



OVERALL SHOW SPONSORS

MAJOR

£2,500 +VAT

This is one of our biggest packages! Offering branding across the Spring Show as well as in advance through our marketing channels.

BENEFITS:

- Package includes a combination of Silver, Gold and Platinum packages. Such as, **sponsorship of competition classes along with acts and areas providing extensive brand awareness through timetables, schedule, signage and PA announcements.**
- Logo on every page of the Show website
- Advert in E-Newsletters
- Advert
- Logo on E-Tickets
- Logo on Car Passes
- Logo on Shows social media countdown posts and adverts
- PA announcements across all PA systems
- Logo on cover of Show timetables document
- Logo on cover of Members Spring Show info
- Full page adverts in timetable document and Members Info
- Banners across Spring Show inc. logo on entrance signage

and so much more... Enquire for the full package!





BE A PART OF DORSET'S FRESHEST EVENT

We hope becoming a sponsor of Dorset Spring Show 2026 is of interest. All packages can be tailored to an individual sponsor. Please contact us to discuss any opportunity in further detail.

Contact us at Dorset Spring Show:

James Cox
Event Organiser

E. james@dorsetcountyshow.co.uk

T. 01305 264249

See you on the farm

