



DORSET COUNTY SHOW

5 & 6 SEPT
2026

**SPONSORSHIP & PARTNERSHIP
OPPORTUNITIES 2026**



Welcome to the County Show

Your County Show returns this September!

We showcase the very best of Dorset agriculture, countryside, rural life, and the many businesses located within, from the local craftsmen to the delicious food producers and the machinery dealerships.

The Show has seen many exciting expansions in recent years, the introduction of a Alpaca Section, food & Drink Area, Crafters Avenue, Woodland Section and most recently, the big success of 2025 - the Music Stage!

This year, the Monster Trucks rev into the Main Ring causing mass destruction while the Wurzels Headline the Music Stage! Alongside, the livestock competing for those prestigious rosettes, showjumpers compete for high stakes prize funds, fire of the forge, skills of the axemen, show gardens and so much more!

Join us for Dorset's end of harvest celebration - Saturday 5th & Sunday 6th September 2026.

Bringing Dorset together, from the Blackmore Vale to the Jurassic Coast.



THE SHOW IN NUMBERS



632 Horses



78 Pigs



938 Sheep



90 Goats



308 Cattle



1,229
Homecrafts



706
Horticulture



25
Blacksmith



166 Farm
Produce



53 Vintage
Machines



20,160 E-Newsletter subscribers



1,077 Members



12,437 People read the
Pre Show Digital Guide



22,000 Followers



4,607 Followers



5,844 Followers

190,000
**WEBSITE
VISITORS**

4,959,035

**SOCIAL MEDIA VIEWS
IN AUGUST & SEPTEMBER**



60,000

VISITORS



418

TRADE STANDS



Media Highlights:

NATIONAL

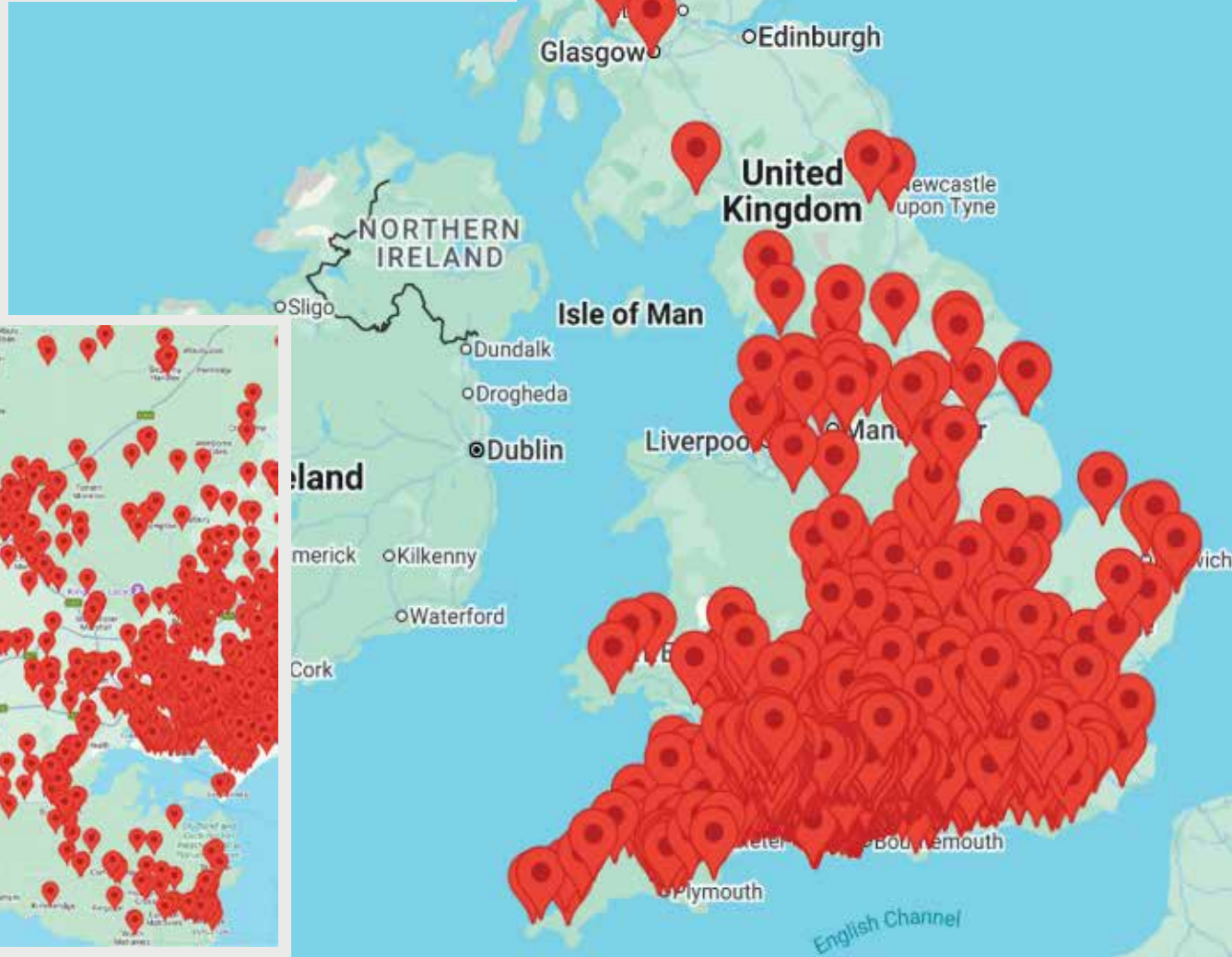
CNN, THE DAILY MAIL, THE SUNDAY TELEGRAPH

REGIONAL

BBC RADIO SOLENT, ITV MERIDIAN, BBC WEST
STOUR & AVON, BV MAGAZINE & MORE!

Show Visitors

Advance ticket order locations



DORSET'S
BIGGEST
WEEKEND

DORSET
COUNTY
SHOW

Your potential Sponsorship benefits

Social media acknowledgement



Logo within a competitive schedule



Logo on Show Timetables

Appearing on social media, Show website, E-Newsletters, Show Guide, Catalogue, Members Handbook



Logo on Show signage

All sponsors logos appear on 'Thank you' banners positioned across the Show alongside specific area signs.



Logo and/or acknowledgement on the Show website

Homepage, What's On page or a specific area.



Banner & branding advertising space



Advert

Including E-Newsletters, Show Guide, Catalogue, Digital Pre Show Guide, Members Handbook, Digital Timetables Guide or on social media pages.



PA Announcements

Your preferred wording read out on PA systems.



Logo on the Show Map

If sponsoring a Show Area.



Tickets & Passes

Enjoy an exclusive weekend at the County Show for you, your team and your clients! Including entry into the Members Area, Forward Area Parking and Hospitality.



Sponsorship Categories and 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 £150+	BRONZE £250+	SILVER £500+	AREA /ACT VARIABLE	GOLD £1,000+	PLATINUM £7,500+	HEADLINE £10,000+
Sponsorship of a Cattle, Sheep, Equine, Pig, Goat, Homecraft or Horticulture Class	✓	✓	✓		✓	✓	✓
Acknowledgement within a Competition Schedule	✓	✓	✓		✓	✓	✓
Logo above the breed/section within a Competition Schedule		✓	✓		✓	✓	✓
Logo within the Show Guide and Catalogue	✓	✓	✓	✓	✓	✓	✓
PA announcements during Judging (if area has a PA system)		✓	✓	✓	✓	✓	✓
Logo on the Show website	✓	✓	✓	✓	✓	✓	✓
Acknowledgement on the What's On page with the sponsored area / act				✓	✓	✓	✓
Sponsorship of a breed within Cattle, Sheep, Equine, Pig or Goats			✓		✓	✓	✓
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			✓	✓	✓	✓	✓
Advert on an E-Newsletters sent to over 20,000 subscribers					✓	✓	✓
Logo / acknowledgement within the Show Timetables				✓	✓	✓	✓
Banner advertising space		✓	✓	✓	✓	✓	✓
Further branding opportunities				✓	✓	✓	✓
Logo within the Members Handbook			✓	✓	✓	✓	✓
Advert within the Members Handbook					✓	✓	✓
Area naming rights, including 'Area sponsored by Sponsor's Name'				✓	✓	✓	✓
Logo on the Show Map					✓	✓	✓
Logo on the cover of the Competition Schedule - dependant on sponsored area					✓	✓	✓
Logo on the E-Tickets						✓	✓
Advert on E-Tickets							✓
Logo on the cover of the Show Guide / Catalogue						✓	✓
Logo on promotional materials including roadside boards, billboards, adverts ...							✓
Invitation to the Pre Show Sponsors Reception - 4pm, Thursday 27th August		✓	✓	✓	✓	✓	✓

FULL DETAILED CATEGORY PACKAGES AND AREA OPPORTUNITIES ->



AREA & ACT SPONSORSHIP PACKAGES

Sponsor an area or act and gain high brand awareness, whether your logo on the visitors map or inclusion in the Show Timetables. These packages let you put your name on what visitors want to see at the Show!

Find the right package for your business

MONSTER TRUCKS £2,500 +VAT

Europe's **LARGEST Monster Truck** is coming to the **County Show!** Big Pete and The Grim Reaper will be jumping, crushing cars and even ripping them apart in the Main Ring on both days of the 2026 Show. Weighing 7.5 tons, Big Pete is built for one reason - mass destruction. **Dorset - do you want to see some damage?!**

This act was last at the Show in 2023 and saw record breaking crowds around the Main Ring Ring!

The benefits:

- Act to become 'Monster Trucks' 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
 - Bespoke post for the sponsor - details to be passed to the Show
- E-newsletters:
 - Acknowledgement when promoting the Monster Trucks
 - Logo
 - Static advert
- Pre Show Opportunities
 - Mention in press releases relating to the act
 - Logo within the Members free Show Handbook
 - Advert within Members free Show Handbook
 - Logo and name on the Show Timetables
- 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

Pre Show

Show weekend

**SOLD
FOR 2026**



Additional Main Ring Opportunities

**SCURRY RACING, VINTAGE PARADE,
COACHING MARATHON, SHOWJUMPING**

From £500.00 +VAT

SHETLAND PONY RACING | £1,000 +VAT

All Main Ring Act sponsors are featured on timetables distributed online, in print and around the County Show.



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!



MAIN RING £4,700 +VAT

Located in the heart of the County Show, the best of the best is the theme of the Main Ring! Whether the showjumpers competing for the big stakes prize funds or the adrenaline of the scurry racing, up to the prize winning livestock, the Main Ring sponsorship opportunity offers naming rights that will appear across the Show's marketing and printed materials.



The benefits:

- The Main Ring to become 'Sponsors name' Main Ring
- Name included when announcing and advertising the rings 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:
 - Logo acknowledgement
 - Acknowledgement when promoting the Main Ring acts
 - Static advert
- Logo within the Livestock and Equine Schedules

**SOLD
FOR 2026**

Show weekend

- Members Handbook:
 - Half page advert
 - Logo and acknowledgement as the Main Ring Sponsor
- Logo within the Show timetables above 'sponsors name' Main Ring
- Logo featured on the visitors map in the location of the Main Ring
- Logo within the Show Guide and Catalogue
- Sponsor to provide 8 x 6m length banners to go around the Main Ring
- PA Announcements throughout the Show
- Logo on sponsors acknowledgements located around the Show

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.



Additional Countryside Ring Opportunities

FALCONRY, GUN DOGS, TERRIER RACING

From £500.00 +VAT



AXEMEN RING £620 +VAT

Taking place in the Woodland Area, the Dorset Axemen will be demonstrating the skills of the forester, woodman, timber cutter, before modern day machinery!

HEAVY HORSE VILLAGE £860 +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. When the Horses are not in the ring, visitors and visit them in their stables.



The benefits:

- 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
- Logo within the Equine Schedule
- Logo on the Show timetables

Show weekend

- Name featured on the visitors map
- Logo in the Members Handbook
- Sponsor to provide 4 x 3m length banners
- PA announcements within the village
- Acknowledgement over the Main Ring PA during Sunday Grand Parade
- Logo on sponsors acknowledgements located around the Show
- Logo within the Show Guide and Catalogue

Sponsor Heavy Horse Classes and Demonstrations via our Gold, Silver and Bronze packages

MUSIC STAGE £4,500 +VAT

The Music Stage made its debut in 2025, bringing a festival atmosphere to the County Show. In 2026, we are turning up the volume! We have a larger stage, more space, bigger acts and an even later finish on the Saturday Evening. The Music Stage is area to sponsor if you want to be a part of this exciting new adaption.

The benefits:

- Music Stage to become 'Music Stage sponsored by ##'
- Online
 - Logo on the 'What's on' page
 - Logo featured on the homepage
 - Social Media:
 - Acknowledgement specifically for the Sponsor
 - Inclusion when announcing the Music Stage Line Up
 - Inclusion when announcing the acts, including the Wurzels
- E-newsletters:
 - Acknowledgement when promoting the Stage including Wurzels announcement
 - Static advert
- Pre Show Opportunities
 - Logo on Show timetables - featured in print, online and around the Show
 - Logo on the Show map in the location of the Music Stage
 - Full page advert within the Members Show Handbook
- Show Opportunities
 - Full page advert within the Show Guide & Catalogue
 - Show to provide banners stating 'Music Stage sponsored by' on the Stage
 - Sponsor can provide feather flags to go at Stage
 - Commentary Shoutouts on the stage
 - Sponsor to provide 4 x 3m length banners to go on the Stage
 - Show to include Sponsors logo on the wings of the stage - Sponsor can provide their own fully branded wings for the stage (Show to provide spec)

58%

**OF VISITORS
ENJOYED THE
STAGE**

*based on survey responses



THE WURZELS



**2026 STAGE
HEADLINERS**

**NEW
FOR 2026**

DEMONSTRATION & SPEAKER THEATRE

Topical rural discussions to Food & Floral Demonstrators!
Sponsor this exciting new area for just £1,300 +VAT

MEMBERS AREA **£3,300 +VAT**

The Show welcome into the exclusive Members Area over 1,500 Members, Stewards, Judges and Sponsors annually. The Members Area encompasses a large lawn with stretch tents overlooking the Main Ring along with a restaurant, bar, and toilets.

The benefits:

- 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 cover of the Members Show Handbook
 - Full page advert within the Members Show Handbook
 - 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



Pre Show

Show weekend

HORTICULTURE	£600 +VAT
HOMECRAFT	£500 +VAT
STEAM SECTION	£400 +VAT
ALPACAS	£1,000 +VAT
EQUINE RING	£550 +VAT
FUR & FEATHER	£900 +VAT

E-TICKET **£4,500 +VAT**
Includes logo and advert on ALL E-Tickets (pre purchased Show Tickets)

CAR PARKS	£1,500 +VAT
HEADLINE EQUINE	£2,000 +VAT
THE SHEEP SHOW	£900 +VAT
FOOD COURT	£550 +VAT

FOOD & DRINK AREA

£750 +VAT

Introduced in 2023, the Food & Drink Area is an ever growing hub within the Show. Celebrating local producers, this area showcases 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 consists of a semi circle of stands with picnic marquees in the center with music and colourful flags around the outside.

The benefits:

Pre Show

- 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 weekend

- Logo within the Members Handbook
- Acknowledgement on the Show Timetables under Food & Drink Area Music
- 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



FOOD HALL £1,500 +VAT

Dorset's largest larder - this 60m x 25m marquee welcomes producers from across Dorset and the South West. The Food Hall is one of the most popular marquees to visit.

Benefits include your logo on banners situated over the main entrances to the Food Hall



FIRST AVENUE Rename the avenue beside Main Ring! £800 +VAT

LIFESTYLE & GIFT MARQUEE £500 +VAT

SHOPPING@THEAVENUE MARQUEE £700 +VAT

DORSET ARTISAN CRAFT MARQUEE £600 +VAT

CRAFTERS AVENUE £400 +VAT

AGRICULTURAL TRADE AREA £700 +VAT

LIVESTOCK SECTION SPONSORSHIP

Livestock is the heart of The Dorset County Show.

Sponsor a Livestock section to receive brand awareness pre, during and post the Show. Sponsoring livestock allows you to reach not only the competitors but the thousands of Show visitors.

HEADLINE SECTION SPONSOR:

SHEEP	£2,000 +VAT	PIGS	£1,500 +VAT
CATTLE	£2,500 +VAT	GOATS	£1,200 +VAT

The benefits:

- Online
 - Logo featured on the homepage
 - Acknowledgement on the 'What's on' page under Livestock
 - Acknowledgement as the 'Headline **** Sponsor' on the compete page
- Acknowledgements on social media inc. when mentioning the relevant section
- E-newsletters:
 - Acknowledgement when promoting the livestock
 - Static advert
- Pre Show Opportunities
 - Logo on the cover of the relevant Schedule
 - Logo within the relevant Schedule
 - Logo and acknowledgement within the Show timetables
 - Sponsor can provide a leaflet to go within Livestock packs
- Show Opportunities
 - Name featured on the visitors map
 - 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.

Pre Show

Show weekend



Additional Opportunities

SPONSOR A LIVESTOCK RING
£400 +VAT

HEADLINE BEEF SPONSOR
£600 +VAT

MILKING DEMONSTRATION
£450 +VAT

OVERALL LIVESTOCK SPONSOR
£5,000 +VAT

HEADLINE SHEEP SHEARING
£990 +VAT



CATEGORY AND CLASS SPONSORSHIP PACKAGES

Sponsor a competition class - From Livestock to Flowers!

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

Secure this package for £80 +VAT with option to purchase tickets and passes.



BRONZE

£250 +VAT

- Sponsorship of Breed Classes within Cattle, Goats, Pigs, Sheep, Equine
 - 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
- 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
 - 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
- 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 Main Ring showjumping 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 class
- 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
- 2 x meal vouchers to eat in the Members Restaurant



Sponsors Badges admit into the Exclusive Members Area ft Lawn Overlooking the Main Ring, Restaurant, Bar & Toilets
Badges do not admit into the County Show.

PLATINUM - MAJOR SHOW SPONSOR

£7,500 +VAT

- Sponsor to be known as a 'Major Show Sponsor'
- Logo to appear on the following documents
 - Show Leaflet
 - Show Poster
 - Logo on e-tickets - purchased by visitors
 - Competitive Schedule covers
- Online
 - Logo on e-newsletters to visitors, members, competitors
 - Static advert within e-newsletters
 - Logo on Show website above other sponsors
 - Acknowledgements on social media
- Sponsor to provide marketing collateral to go in all Ticket & Passes packs
- Logo to appear on the following Show 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,



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

HEADLINE SHOW SPONSOR

£9,900 +VAT

- Sponsor to be known as a 'Headline Show Sponsor'
- Logo to appear on the following pre Show material:
 - Competitive Schedules
 - 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 at the top of E-Newsletters
 - 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 Passes packs
 - Inclusion in pre event press releases

- Logo on the cover of the Show Catalogue & Guide
- Adverts within the Show Catalogue & Guide
- PA announcements across all site PA Systems
- Logo on the visitors map
- Logo on the Show timetables
- Prominent Trade Stand Space



Further Headline Sponsor Benefits providing further brand awareness:

- Class Sponsorship within each Show Competitive Section
- Sponsorship of a Main Ring Attraction
- Sponsorship of a Countryside Attraction
- Sponsorship of a Show Area. Eg. Food Hall
- Sponsorship of a Hill Top Area Attraction
- Sponsorship of a Livestock Section. Eg. Sheep

Become the star of the County!



Be a part of your County Show and reach Dorset!

Contact: James Cox, Show Organiser
e. james@dorsetcountyshow.co.uk t. 01305 264249