

Penrith Show 2020

Sponsorship Opportunities

The Penrith Show

The Penrith Show is regarded as one of the finest town shows in the UK. Held at Brougham Hall near Penrith it attracts up to 10,000 visitors from Penrith and beyond.

Agricultural shows have always been special occasions enabling rural and urban communities to come together in competition in a wide spectrum of classes for farm livestock, arable, horses, rabbits, poultry, show jumping, industrial and horticulture and more.

The Penrith Show is no exception to this rule. It has remained true to its roots and attracts a large number of agricultural exhibits and an ever expanding number of livestock and equine entries for its showing classes. It is this adherence to the core values of the show which ensures visitor numbers are consistently high year after year.

The Show provides an excellent platform for the areas business community to meet and exchange ideas.

To most, the Penrith Show is an all-round great day out, packed with great displays in the Main Ring, a full equine and livestock programme, fantastic shopping from a dazzling array of trade stands, craft and industrial marquee and food hall, combined with all the traditions of a local show.

The Penrith Agricultural Society

The Penrith Agricultural society was formed in 1833 with the Society promoting the first Penrith Show the following year. Its charitable aims are to promote the good of agriculture and livestock breeding in and around Penrith, to promote British Food & Farming in general and the drawing together of town and country for their mutual benefit.

WHY Sponsor Penrith Show?

The annual Penrith Show attracts up to **10,000 visitors** on show day, **170 trade stands** and over **500 livestock and equine exhibitors** offering you exceptional exposure for your brand or product.

The Penrith Show provides the ideal platform to:

- Build Your Brand Awareness and Profile
- Align Your Brand with a highly successful local business and community event
- Reach your target audiences in the local area
- Entertain Clients and Business Associates
- Add value and Credibility to Your Brand

Sponsorship and Marketing Opportunities

The Penrith Show offers various levels of sponsorship to meet all budgets. In addition we can offer bespoke packages to meet your requirements.

Principal Partner

To be the principal partner of the whole show offers a tremendous array of promotional opportunities and other corporate entertainment benefits including:

Prime branding positioning at entrances. • Logo branding in publicity material, website (with links), publications. • Association with Main Ring key attractions, sections or features at the Show. • Company representative to present prizes with the Show President at presentations offering photo opportunity. • Free full colour back cover advertisements (A5) in both the Show Schedule and Programme • Free stand space (up to 15m frontage) in a prime show field position * Banners displayed on Show field and car parks (to be supplied by sponsor & to be no bigger than 80cm x 300cm). • Company name and information announcements throughout the day over PA system. • Sponsor recognition on all Social Media platforms on the run up to the Show •

This is in addition to **15 Gold Badges** allowing free entry into the show as well access into the Members' Enclosure which overlooks the Main Rings and enjoys bar and luncheon facilities.

A free lunch will be made available to all Gold badge holders.

Cost - £2,500

This package is, of course, flexible and will be finalised following personal contact.

Main Show Sponsor

To be the main show sponsor offers various promotional opportunities including:

Logo branding
back cover
and Programme
Banners

Provisionally reserved

in
Schedule
tion*
80cm x

300cm) • Company name and information announcements throughout the day over PA system. • Sponsor recognition on all Social Media platforms on the run up to the Show.

This is in addition to **10 Gold Badges** allowing free entry into the show as well access to the Members' Enclosure which overlooks the Main Rings and enjoys bar and luncheon facilities.

Cost - £1,500

This package is, of course, flexible and will be finalised following personal contact.

Section Sponsorship

One of the Shows most popular aspects is the individual sections and we have something for everyone.

Our visitors flock to see the Food Hall, Industrial and Rural Crafts Marquees, Sheep, Cattle, Poultry, Horses, Rabbits, Vintage Tractors and Walling sections and we know that they tour the showground and visit their favourites time and time again during the day.

Sponsorship of a section as well as entertainment, main ring, members marquee and wrestling, will include: Branding opportunities at that section (to be supplied by sponsor). • Branding in publications associated with chosen feature. • Programme Advertisement (B&W full A5 page). • Banner spaces at the Show section (banners to be supplied by sponsor & to be no bigger than 80cm x 300cm). • Company name and information announcements throughout the day over PA system. • 5m of free exhibition/trade stand space in a prime show field position • Sponsor recognition on all Social Media platforms on the run up to the Show •

This is in addition to **6 Gold Badges** allowing free entry into the show as well access to the Members' Enclosure which overlooks the Main Rings and enjoys bar and luncheon facilities

Costs - £500

Admission Ticket Sponsor

See your name on every visitor's ticket and there you will stay for the day. In terms of size your logo maybe small however your company presence couldn't be bigger. There are lots of colour options and we will work with you and your brand to create the best fit for your company.

Sponsorship
Advertisement
recognition

Provisionally Reserved

programme
• Sponsor

This is in addition to **6 Gold Badges** allowing free entry into the show as well access to the Members' Enclosure which overlooks the Main Rings and enjoys bar and luncheon facilities

Cost - £600

Class Sponsor

This is always a popular and relatively cheap way of sponsoring the show.

There are a multitude of classes that can be sponsored covering cattle, sheep, poultry, rabbits, walling, industrial section. The list is endless.

By sponsoring in this way you receive a complimentary ticket (as long as the total spend is over £50) with your company name in the schedule and programme.

This is in addition to the benefits described in the sponsorship and advertising benefits schedule.

Costs from as little as £5

Banners Only

Why not place a banner advertising your company at the show?

The 2 main arenas' host the day's entertainment and are the central point for all our visitors. A banner here gives your company great exposure.

Alternatively we can place your company banner at various locations around the show field which are visited repeatedly throughout the day by our 10,000 visitors. You provide the banner and we will place it.

(Banners to be supplied by the sponsor & to be no bigger than 80cm x 300cm)

This is in addition to the benefits described in the sponsorship and advertising benefits schedule.

Cost - £55

About our visitors

- 29% of visitors come from the Eden District
- 49% of visitors come from elsewhere in Cumbria
- 60% of visitors spend all day at the Show
- 96% of visitors rated the Show either very good or good
- 63% of businesses attending are very likely to participate in a future show
- 82% of businesses would recommend the show to other businesses
- 57% of visitors think the Penrith Show is a great day out

For more information on how you can sponsor the Penrith Show please contact the show secretary, Mandy Hitch or go to the show website, www.penrithshow.co.uk