

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.

Penrith Show

Penrith Show, held at Brougham Hall, near Penrith is regarded as one of the finest town shows in the UK attracting up to 12,000 visitors from Penrith and beyond.

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

Penrith Show is no exception to this rule and has remained true to its roots attracting a large number of agricultural exhibits and an ever expanding number of livestock and equine entries. Loyalty to the core values of the show ensures visitor numbers are consistently high year after year.

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 marquee and food hall, combined with all the traditions of a local show and provides an excellent platform for the areas business community to meet and exchange ideas.

WHY Sponsor?

The Show attracts up to 12,000 visitors, 170 trade stands and over 500 livestock and equine exhibitors offering an exceptional exposure for your brand or product.

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 for Homemade Homegrown

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

- Marquee Sponsor - £1,500 + VAT
- Section Sponsor - £500 + VAT
- Sub-section Sponsor - £150 + VAT
- Banner Only - £70 + VAT
- Class Sponsorship - from £20 + VAT

Marquee Sponsorship

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

Visitors flock to see the Rural Crafts Marquees and we know that they tour the showground and visit their favourites time and time again during the day.

Sponsorship of the Marquee, 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)
- Stand space in the appropriate section (up to 5m frontage)
- Banner spaces at the Show section (banners to be supplied by sponsor 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 **5 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 - £1,500 (plus VAT)

Sign up for 3 years and receive a 5% discount each year

Section Sponsorship

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

Sponsorship of a Homemade Homegrown section, 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 no bigger than 80cm x 300cm)
- Sponsor recognition on all Social Media platforms on the run up to the Show

This is in addition to **5 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 (plus VAT)

Sub-section Sponsorship

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

The sub-sections include sweet & savoury produce, handicrafts, photography & art, children's section, homegrown fruit & veg, and shepherd's sticks.

Sponsorship of a Homegrown sub-section, will include:

- Branding opportunities at that section (to be supplied by sponsor)
- Programme Advertisement (B&W full A5 page)
- Banner spaces at the Show section (banners to be supplied by sponsor no bigger than 80cm x 300cm)

Costs - £150 (plus VAT)

Banners Only

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

Two 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 no bigger than 80cm x 300cm)

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

Cost - £70 (plus VAT)

Class Sponsorship

This is a popular and relatively inexpensive way of sponsoring and you will receive a complimentary ticket (as long as the total spend is over £70) plus company name in the schedule and programme.

There are a multitude of classes that can be sponsored covering sweet & savoury produce, handicrafts, photography & art, children's section, homegrown fruit & veg, and shepherd's sticks.

Individual classes cost £20 + VAT.

A separate class sponsorship form is available in this respect

Additional Sponsorship/Advertising details

Spend over £275 and receive up to 5 sponsor's badges giving entry to the show and the Members tent and a free main ring banner (banner to be supplied by sponsor)

Please note:

Sponsor badges will be in **addition** to any free show passes you may be eligible to as a trader.

All sponsors will be listed in the show guide & show schedule publications next to their area of sponsorship, as well as the on-line show schedule. They will also feature in the sponsorship lists in the show guide and on the website.

About our visitors

- 96% of visitors rated the Show either very good or good
- 82% of businesses would recommend the show to other businesses
- 63% of businesses attending are very likely to participate in a future show
- 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

More information on sponsoring the Penrith Show please contact the Show Office T: 01768 870523 or E: secretary@penrithshow.co.uk or go to the show website, www.penrithshow.co.uk