

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

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

- Principal Partner - £3,300 + VAT
Principal Partner Confirmed for 2023 – Penrith Building Society
- Main Show Sponsorship - £2,200 + VAT
- Section Sponsorship - £1,100 + VAT
- Admission Ticket Sponsor - £550 + VAT
- Banner Only - £70 + VAT
- Class Sponsorship – from £20 + VAT

Principal Partner

Principal Partner for 2023 – confirmed as Penrith Building Society

Principal partner of the whole show offers a tremendous array of promotional opportunities and corporate entertainment benefits including:

- Prime branding positioning at entrances
- Business branding in all publicity material
- Association with Main Ring key attractions, sections or features at the Show
- Company representative to present prizes with Show President at presentations offering photo opportunity
- Full colour back cover advert (A5) in the Show Programme
- Stand space (up to 15m frontage)
- Banners displayed on Show field and car parks (supplied by sponsor, no bigger than 80cm x 300cm)
- Company name and information announcements throughout the day over PA
- 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 and *free lunch made available

Cost - £3,300 (subject to VAT)

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

The package is flexible and will be finalised following personal contact.

Main Show Sponsor

Main show sponsor offers various promotional opportunities including:

- Business branding in publicity material
- Main Ring banner
- Full colour advert(A5) in the Show Programme
- Stand space (up to 10m frontage)
- Banner display on the Show field (supplied by sponsor, no bigger than 80cm x 300cm)
- Company name and information announcements throughout the day over PA
- 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 - £2,200 (Subject to VAT)

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

The package is 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.

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)
- 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 - £1,100 (subject to VAT)

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

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 will also include other branding opportunities (to be agreed)
- Programme Advertisement (B&W full A5 page)
- Stand space 5m (up to 5m frontage)
- 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 Ring and enjoys bar and luncheon facilities

Cost - £550 (subject to VAT)

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

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 (*subject to 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 cattle, sheep, poultry, rabbits, dry stone walling, industrial section etc. The list is endless as is shown here:

Main Livestock Classes - Cost (subject to VAT)	Cattle	£100
	Sheep	£50
	Horse	£70
Other Classes Cost (subject to VAT)	Crops	£80
	Vintage Tractor	£30
	HomeMade/HomeGrown	£20
	Dry Stone Walling	£ tbc
	Rabbit	£10
(Section may not be held in 2023)	Poultry	£10

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