

Promotional Opportunities at Westmorland County Show at a glance ...

Banner in Main Ring from £55.00

Sponsor a Livestock Class from £50.00

Advertise in the Show Day Catalogue from £61.00

Trade Stand from £120.00

Sponsor a Demonstration from £200.00

Hospitality Table in the Westmorland Lounge
from £400.00

Advertise on the Showground Map (20,000 copies)
from £400.00

Many other sponsorship opportunities available please
contact us with your requirements -
a package can be customised to meet your needs



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The Westmorland County Show

Thursday 9 September 2010



Three reasons why we think you should join us at one of the UK's largest one-day agricultural shows:

- The County Show is Cumbria's premiere "shop window" for a "taste, try and buy" experience: offering producers and providers, whether wholesale or retail, the opportunity to meet, greet and entertain their customers in a convivial and relaxing atmosphere.
- The Show is a centre of excellence and a great place for people to meet and discuss current and future rural issues: offering an opportunity for the commercial, the rural and the food and farming sector to meet, socialise and talk.
- Over 25,000 people can't be wrong!

Why Consider Sponsorship?

- We will work with you all year round to ensure your Show PR plan and its marketing objectives are met
- Your sponsor status and key messages will reach at least 25,000 people at the Show – and of course many, many more through pre-Show publicity and promotion
- Individual and Corporate packages can be designed to accommodate every budget
- Our sponsors understand the effectiveness and the excellent value their customised package gives and many stay with us year after year
- We take the best care possible of our sponsors and their guests at the County Show
- Our sponsors are an integral part of the winning Westmorland County Show team
- Positive marketing works – partnerships work – why not let us work with you to promote your company and the Westmorland County Show, not just in Cumbria but throughout the North West

Sponsorship



By becoming a sponsor of the Westmorland County Agricultural Show, you join some of the area's most prestigious companies, showcased before 25,000+ visitors.

The Society is very appreciative of the generous sponsorship received from many of its loyal followers, which help support the cost of staging the Westmorland Show each year – one of the oldest and largest one-day agricultural shows in the Country.

As a major community event, media coverage is excellent and is supported by promotional competitions, posters, leaflets and car stickers, as well as an extensive advertising campaign. The schedule has a circulation of 2,000 and the well established reputation of the Show is evidenced by the support of over 350 trade stands and exhibitions, indeed we are always over subscribed.

All sponsorship is acknowledged on the Society's website, in the Schedule and Show Catalogue (3,500 copies circulation), along with public address announcements where possible. Sponsors Rosette Badges allow admittance to the Vice Presidents Marquee, overlooking the Main Exhibition Ring, with unlimited tea and coffee and cloakroom facilities available throughout the day.

Sponsorship Entitlements

Total Amount of Sponsorship	Entitlements and Privileges
£50	Donation
£51 – £100	2 Showground admission tickets
£101 - £200	4 Showground admission tickets + 1 sponsor rosette badge, which allows admittance to the Vice Presidents Marquee
£201 - £300	6 Showground admission tickets + 2 sponsor rosette badges, which allows admittance to the Vice Presidents Marquee
£301 - £400	8 Showground admission tickets + 4 sponsor rosette badges, which allows admittance to the Vice Presidents Marquee
£401 - £500	10 Showground admission tickets + 6 sponsor rosette badges, which allows admittance to the Vice Presidents Marquee
£501 and above	Bespoke package – customised to sponsors requirements

Benefits of Sponsorship can include:



- Show promotion –
 - Schedule acknowledgements
 - Catalogue acknowledgements
 - Colour advertisement in catalogue
 - Pre-Show editorials

Display of banners in various Show Rings

Presentation of prizes affording photo opportunities

Complimentary tickets to the Show

Privileged forward parking

Dedicated use of the Westmorland Lounge marquee for meeting guests with complimentary refreshments and catalogues

Sponsors' Luncheon – 4-course luncheon using locally sourced produce

Dedicated area overlooking Main Exhibition Ring

Sponsor rosette badges

Acknowledgement on prize rosette tails / champion sashes

There are many different ways sponsors can support the Show including:

- Livestock Sections – Cattle, Sheep, Pigs, Goats, Light Horse, Poultry
- Main Ring events such as Show Jumping or the Heavy Horse section
- Demonstrations such as The Sheep Show, The Cumbrian Axemen or Stuart Walton's Sheep Dog Display
- Showground features such as the Food Hall, Countryside Pursuits Marquee, Rural Crafts Marquee.

Unique opportunity for 2010:

The Sheep Show returns by popular request:

- Banner space around the Show Trailer
- Sponsor name link in press & Show Day commentaries

