



**Westmorland
County Show**

Sponsorship

Opportunities





Founded in 1799, Westmorland County Agricultural Society is a charity that promotes the importance of agriculture, horticulture, forestry, rural crafts, conservation and education throughout the North West.

Each year WCAS organises the Westmorland County Show, alongside its sister event Country Fest; a weekend Country Fair for all the family.

Having strong links with education, we promote our Rural Links programme through Farm Open Days, a Farm to Fork Roadshow, and by providing rural training courses at the Showground.

Sponsorship opportunities are also available for Country Fest, held annually in June.

Please contact us for more details.

“The Westmorland Show is a calendar event not-to-be-missed, and must surely be regarded as one of the best, if not the best, one-day shows of this type in the country. From a business point of view, the exposure is good for expanding our brand image, and the many positive sales leads resultant from the day underline the value of attending.”

**Roy Allen,
Hadwins Motor
Group**

**31,500
visitors**
(5 year average)

**3,000
livestock
& equine
exhibits**



Situated near the border of the Lake District National Park, Westmorland County Show is one of the country’s largest one-day agricultural shows.

Awarded Cumbria Tourism Event of the Year for 2015 and voted into the Farmers Guardian’s top 5 agricultural shows in the country, Westmorland County Show continues to be a truly premier event, attracting over 31,500 visitors every year on average, with many more taking an interest through local and national media coverage.

As such, Westmorland County Show is a fantastic platform for your company to directly engage with its customers, by providing the opportunity to align your brand with our longstanding and successful event. Consider the prospect of having your brand visible to over 30,000 people on one day, whilst enjoying the opportunity of exchanging new ideas with the rest of the country’s business community.

We create bespoke sponsorship packages, depending on the individual aims and marketing requirements of your business or organisation, with a wide range of affordable options available.

**Over
400 trade
stands**

Westmorland Show is thankful to all its current and previous sponsors, some of which include



Sponsorship Packages



up to £100

Support Sponsor

Examples include donation of prize money

- Acknowledgement in Schedule, Catalogue and on Website



£150 - £450

Bronze

Examples include Food Theatre Demonstration, or individual Livestock Section

- Acknowledgement in Schedule and Catalogue with logo
- Acknowledgement on Website
- 1 banner space *
- 1 half page black and white advert in Catalogue*
- 2 Show admission tickets and Sponsor Badges
- 2 Invitations to President's and Sponsors' Reception
- 1 vehicle pass
- Company representative to present prizes, where appropriate (provide own photographer) *

"We have been an active and varied sponsor of the Westmorland County Show for over 10 years, during this time we have sponsored the annual silage competition for a 3 year period and been involved in supporting key areas of the annual show. We recognise that being involved at our grass roots level not only supports many of our customers, it continues to raise our profile within the agricultural and rural community, we look forward to another 10 years".

Mark Borthwick
Director New Breed
UK Ltd



£500 - £950

Silver

Examples include a Local Food Court, Light Horse Supreme Championship

- Acknowledgement in Schedule and Catalogue with logo
- Acknowledgement on Website, plus coverage on social media
- 2 banner spaces *
- 1 full page colour advert in Catalogue *
- 4 Show admission tickets and Sponsor Badges
- 4 Invitations to President's and Sponsors' Reception
- 2 vehicle passes
- Company representative to present prizes, where appropriate (provide own photographer)

All prices subject to VAT



£1,000 - £2,450

Gold

Examples include the Beef Cattle Section, The Westmorland Food Hall, The Grand Parade, Finger Posts

- Acknowledgement in Schedule and Catalogue with logo
- Acknowledgement on Website plus coverage on social media
- Logo on mailings, where appropriate*
- Up to 4 places in our Corporate Hospitality Marquee for 3 course luncheon on Show day, or small trade stand/table space
- 2 banner spaces
- 1 full page colour advert in Catalogue
- 6 Show admission tickets and Sponsor Badges
- 6 Invitations to President's and Sponsors' Reception
- 3 vehicle passes
- Company representative to present prizes with professional photography for own use
- Other arrangements on discussion



£2,500+

Principle Partner

Principle Partners may choose a Gold Level Sponsorship Area, or The Main Ring or The Member's Terrace – both reserved for Principle Partners.

- Acknowledgement in Schedule and Catalogue with logo
- Acknowledgement on Website plus coverage on social media prior to and post Show.
- Logo on mailings where appropriate
- 4 x 10 second slots on our Big Screen TV – new for 2017
- Table for 10 in our Corporate Hospitality Marquee - The Westmorland Marquee
- Trade stand space
- Logo printed on Show posters, leaflets, Show guide and Show catalogue stated as Principle Partner of the Show (Time constraints apply)
- 2 banner spaces
- 1 full page colour advert in Catalogue + Show guide
- 10 Show admission tickets and Sponsor Badges
- 10 Invitations to President's and Sponsors' Reception
- 5 vehicle passes
- Company leaflet included in our Member's newsletter mailing
- Company representative to present prizes with professional photography for own use
- PA announcements on the day
- Other arrangements on discussion e.g. Rebranding/naming of a section

* Dependent on level

All prices subject to VAT

Exclusive Vice President's Marquee - open all day to Sponsor Badge holders and includes: complimentary coffee and biscuits – cloakroom – Garden Terrace overlooking the Main Ring - VIP toilets – Exclusive Bar and Buffett available within the enclosure

Show Catalogue Advertising

Over 3,000 copies printed,
230+ pages, A5 colour
catalogue

Full page colour back cover.....	£280
Full page colour inside back cover	£218
Full page colour.....	£169
Full page black and white	£130
Half page colour.....	£112
Half page black and white	£99



Experience Corporate Hospitality in The Westmorland Marquee

Enjoy the Show in a unique way by entertaining guests or clients in The Westmorland Marquee. Providing the best vantage point on Showday, it is a fantastic opportunity to relax and take in the atmosphere of the day whilst enjoying a three course luncheon with wine.

What's included

- Exclusive use of The Westmorland Marquee, plus access to Garden Terrace overlooking the Main Ring
- Complimentary Show Admission Ticket
- Mid-Morning Drinks Reception and President's Welcome
- Three course luncheon with wine, followed by tea and coffee
- Priority Parking
- Cloakroom and VIP toilets
- Complimentary Show catalogue and guide

Prices

Whole Table	Up to 10 guests £600
Shared Table	
	6 guests £400
	4 guests £280
	2 guests £140

Banner Advertising

Main Ring banner £70
Horse Ring banner £50

Please note maximum size of 3m wide x 1m deep.

All prices subject to VAT

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**NEW
for
2017**

Big Screen TV

A fantastic opportunity to enhance your presence on Show day. Get ahead of the game by taking advantage of our new 33sq metre TV screen to advertise your company to the whole showground, gaining huge exposure.

Prices

Prime Package

Consisting of 8 x 10 second slots, this is made up of 4 off peak and 4 prime time slots - £355

Standard Package

Consisting of 4 x 10 second slots, this is made up of 2 off peak and 2 prime time slots - £200

Sponsors Package

Specifically discounted for our sponsors, consisting of 2 x 10 second slots, this is made up of 1 off peak and 1 prime time slot - £70.

For more information,
please contact:

Rebecca Fearon

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web: westmorlandshow.co.uk



“For us, sponsoring the Learning for Life Marquee at the Westmorland Show was a great way to engage with students of all ages in the region. The Westmorland Show is a fantastic event in the county, which brings together people from a variety of sectors, and it was great to be a part of this.”

Catherine Drury,
University of Cumbria