SPONSORSHIP & ADVERTISING

THE DAIRY SHOW

4 OCTOBER 2017

BATH & VEST

THE DAIRY SHOW

THE UK'S LARGEST DAIRY SHOW
The Dairy Show is in the heart of one of the main farming regions of the UK and is recognised as the country’s top specialist Dairy Show for farmers. The Show is the UK’s largest, welcoming over 6,000 visitors, 300 cattle entries, 14,800 m² of trade space and 1.4 miles of trade stand frontage.

ABOUT THE SHOW

A FEW OF OUR 2016 SPONSORS:
We offer a range of Sponsorship opportunities all designed to enhance your Brand Awareness through our online and offline channels and Show Presence, along with Ticket Allocation and Hospitality. The stated packages can all be tailored to meet your budget and requirements.

### CORPORATE FRIEND £500 + VAT

Become a Corporate Friend and receive Ticket Allocation, Hospitality and some exposure for your brand.

**Brand Awareness:**
- Logo, social media and website details within the Show Guide
- Acknowledgement on the Dairy Show website, including your logo and web link
- Acknowledgement on the Big Screen, positioned next to the Cattle Showing Ring
- Acknowledgement on the Dairy Show Social Media

**Ticket Allocation:**
- 10 complimentary Dairy Show Tickets
- 1 Table of 10 for a 2 course buffet lunch in our exclusive VIP area on the Showering Pavilion Balcony overlooking the Cattle Showing Rings

### ASSOCIATE SHOW SPONSORSHIP £2,000 + VAT

An Associate Show Sponsor package offers high level branding across numerous online, offline and on site channels.

**Brand Awareness:**
- Full page advert in the Cattle Schedule
- Full page advert in the Show Guide
- Trade stand location shown on the Show Map
- Acknowledgement in the Show Guide – company name will be printed in the Sponsors’ Acknowledgements list, also a logo and 100 word editorial will appear within the Show Sponsors section.
- Acknowledgement on the Dairy Show website, including your logo and web link
- Branding in the Cattle Judging Rings
- Banner advertising space for two banners (3m space) to be agreed in a prominent location
- Logo on Sponsors acknowledgment signs at the Public entrances
- Acknowledgement on the Dairy Show Social Media
- Acknowledgement on the Big Screen, positioned next to the Cattle Showing Ring

**Ticket Allocation:**
- 10 complimentary Dairy Show Tickets
- 4 invitations for a 2 course buffet lunch in our exclusive VIP area on the Showering Pavilion Balcony
PAVILION SPONSORSHIP

DARTMOOR PAVILION

£3,000 +VAT

The in demand Dartmoor Pavilion has been repositioned and enlarged for 2017. Now finding it’s home on Avenue B this hugely popular venue will also be home to an all new seminar area.

Brand Awareness:

- Pavilion naming rights ‘Sponsors name Dartmoor Pavilion’
- Company logo on the Show map
- Show Guide:
  - Acknowledgement – company name will be printed in the Sponsors’ Acknowledgements list, also a logo and 100 word editorial will appear within the Show Sponsors section.
  - The 30 stands within the Pavilion to have an entry in the Show Guide with their location to state ‘Sponsors name Dartmoor Pavilion’
- Acknowledgement on the Dairy Show website, including your logo and web link
- Logo to feature on Pavilion entrance banners and signage
- Sponsors acknowledgement sign to go outside Pavilion entrance
- Banner advertising space for four banners (3m space) to go outside the marquee
- Sponsors flags to hang from Marquee roof, to be provided by the Sponsor
- Logo on Sponsors acknowledgment signs at the Public entrances
- Acknowledgement on the Big Screen, positioned next to the Cattle Showing Ring
- Acknowledgement on the Dairy Show Social Media
- Opportunity for Sponsors arch or other branding, if provided and installed by the Sponsor

Ticket Allocation:

- 20 complimentary Dairy Show Tickets
- 6 invitations to our 2 course buffet lunch in our exclusive VIP area on the Showering Pavilion Balcony

EDMUND RACK PAVILION

£2,700 +VAT

The Edmund Rack Pavilion is only available to Existing Exhibitors and is adjacent to the Yellow Entrance housing over 50 trade stands.

Brand Awareness:

- Pavilion naming rights ‘Sponsors name Edmund Rack Pavilion’
- Company logo on the Show map
- Show Guide:
  - Acknowledgement – company name will be printed in the Sponsors’ Acknowledgements list, also a logo and 100 word editorial will appear within the Show Sponsors section.
  - The 50 stands within the Pavilion to have an entry in the Show Guide with their location to state ‘Sponsors name Edmund Rack Pavilion’
- Acknowledgement on the Dairy Show website, including your logo and web link
- Logo to feature on the Pavilion entrance signage
- Logo on Sponsors acknowledgment signs at the Public entrances
- Acknowledgement on the Big Screen, positioned next to the Cattle Showing Ring
- Acknowledgement on the Dairy Show Social Media
- Logo on planters either side of each entrance
- Opportunity for further Sponsors branding if provided and installed by the Sponsor

Ticket Allocation:

- 15 complimentary Dairy Show Tickets
- 6 invitations to our 2 course buffet lunch in our exclusive VIP area on the Showering Pavilion Balcony

Other Pavilions available to be sponsored include the Quantock Pavilion and Exmoor Hall
CATTLE SPONSORSHIP

CATTLE CLASS

Cattle classes take place on both the eve of the Show and on Wednesday 4th October, receiving over 300 entries.

Brand Awareness:

- Logo in the Cattle Schedule
- Logo in the Show Guide
- Acknowledgement on the Dairy Show website to include your logo and link
- Acknowledgement on the Dairy Show Social Media
- Acknowledgement on the Big Screen, positioned next to the Cattle Showing Ring
- Branding on the Cattle Judging Rings
- Commentary notes for PA Announcements
- Sponsor presentation opportunity

Ticket Allocation:

- 4 complimentary Dairy Show Tickets
- 2 invitations to our 2 course buffet lunch in our exclusive VIP area on the Showering Pavilion Balcony

INTERBREED HEIFER CHAMPIONSHIP

The Interbreed Heifer Championship see’s the winning Heifer from each breed go head to head in the Cattle Judging Ring to find the overall Champion Heifer of the UK’s Largest Dairy Show.

Brand Awareness:

- Acknowledgement including logo and free full page colour advert in Schedule
- Acknowledgement, logo, editorial and free full page colour advert in Show Guide
- Acknowledgement including logo within the Livestock Section of the Show Guide
- Acknowledgement on the Dairy Show website to include logo and web link
- Logo on the large format screen adjacent to the Judging Rings
- PA announcements
- Presentation of awards for the Heifer Championship
- 2 banner spaces for 6m banners on the Showering Pavilion Balcony
- Branding on the Cattle Judging Rings

Ticket Allocation:

- 20 complimentary Dairy Show Tickets
- 4 invitations to our 2 course buffet lunch in our exclusive VIP area on the Showering Pavilion Balcony

Interbreed Pairs Champion: £2,000 +VAT - SOLD!
The Show Rings are in the heart of the Show in the Showering Pavilion. The Rings host all of the Cattle Classes on both the eve of the Show and on the Show day.

Brand Awareness:

- Showing Ring naming rights ‘Sponsors Name Show Ring’, shown on the timetables and information
- Livestock Schedule:
  - Logo acknowledgement
  - Ring to be referred to as ‘Sponsors Name Show Ring’
- Show Guide:
  - Logo with 100 word editorial within the Sponsors Section
  - Logo on the Show Ring layout within the Cattle Entries section of the Guide
- Acknowledgement on the Dairy Show website, including your logo and web link
- Acknowledgement on the Big Screen, adjacent to the Cattle Showing Ring
- Branding on the Cattle Judging Ring
- Commentary notes for PA Announcements
- Acknowledgements on the Dairy Show Social Media

Ticket Allocation:

- 8 complimentary Dairy Show Tickets
- 2 invitations to our 2 course buffet lunch in our exclusive VIP area on the Showering Pavilion Balcony

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The Seminar Area will be in the Dartmoor Pavilion and will feature a selection of speakers throughout the day.

Brand Awareness:

- Logo on the Seminar Timetable, to appear online, in the Show Guide and around the Show
- Logo on Seminar Area signage/branding
- Sponsor to provide branding to feature on area surfaces
- Show Guide:
  - Acknowledgement – company name will be printed in the Sponsors’ Acknowledgements list, also a logo and 100 word editorial will appear within the Show Sponsors section.
- Company logo on the Show map
- Acknowledgement on the Dairy Show website, including your logo and web link
- 2 Sponsors flags to hang from the Pavilion roof above the Seminar Area, to be provided by the Sponsor
- Acknowledgement on the Big Screen, positioned next to the Cattle Showing Ring
- Social Media presence when advertising the Seminar Area
- Branding on the lectern and behind the speakers
- Commentary Notes to be read out in the Seminar Area
- Opportunity to have a slot in the Seminar Area
  - Further branding to be discussed

Ticket Allocation:

- 6 complimentary Dairy Show Tickets
- 2 invitations to our 2 course buffet lunch in our exclusive VIP area on the Showering Pavilion Balcony
The Dairy Show is honoured to host the first Jersey Cattle Society of the United Kingdom National Show since 1992!

The Society is thrilled to welcome Robert Jarrell of RJF Jerseys to judge this prestigious event. Robert and his family will travel to the Show from RJ Farms, Ontario, Canada.

**CLASS SPONSORSHIP**

The Classes available to Sponsor are as follows:

- **Showmanship Classes:** £550 (Tuesday 3rd October)
- **Calf Classes:** £790 (Tuesday 3rd October)
- **Heifer:** £400
- **Junior Heifer, Incalf:** £400
- **Heifer, Incalf:** £400
- **Heifer, Inmilk:** £400
- **Junior Cow, Inmilk:** £400
- **Intermediate Cow:** £400
- **Senior Cow:** £400
- **Pair of Animals Overall:** £400
- **Championship:** £750

**BENEFITS**

The Benefits of Sponsoring a Jersey National Show Class includes the following:

**Brand Awareness:**

- Logo in the Cattle Schedule
- Logo in the Show Guide
- Acknowledgement on the Dairy Show website, including your logo and web link
- Acknowledgement on the Shows and Jersey Social Media
- Acknowledgement on the Big Screen, positioned next to the Cattle Showing Ring
- Branding on the Cattle Judging Rings
- Commentary notes for PA Announcements
- Logo on the Jersey National Show logo boards at the entrance to the Jersey Cattle Pavilion
- Further awareness through the Jersey Society
- Sponsor presentation opportunity

**Ticket Allocation:**

- 4 complimentary Dairy Show Tickets
- 2 invitations to our 2 course buffet lunch in our exclusive VIP area on the Showring Pavilion Balcony

Media coverage and further exposure will depend on the classes sponsored.
HEADLINE NATIONAL SHOW SPONSOR

£4,000 +VAT

This package offers the highest level of exposure within the National Show and The Dairy Show itself.

Brand Awareness:

- Logo in the Cattle Schedule
- Full page advert within the Cattle Schedule
- Full page advert in the Show Guide
- Acknowledgement in the Show Guide – company name will be printed in the Sponsors’ Acknowledgements list, also a logo and 100 word editorial will appear within the Show Sponsors section.
- Acknowledgement on the Dairy Show website, including your logo and link
- Logo on the large format screen adjacent to the Judging Rings
- Branding in the Cattle Judging Rings
- Logo on the Jersey National Show logo boards at the entrance to the Jersey Cattle Pavilion
- Logo on National Show Sponsors presentation boards
- Logo on National Show flags above the Cattle Judging Rings
- Logo on National Show flags above the Cattle stalling in the Jersey Cattle Pavilion
- Sponsor of the Jersey Championship to include presentation
- Further awareness through the Jersey Cattle Society of the United Kingdom

Ticket Allocation:

- 12 complimentary Dairy Show Tickets
- 6 invitations to our 2 course buffet lunch in our exclusive VIP area on the Showering Pavilion Balcony

HALL SPONSOR

£1,000 +VAT

The Jersey Cattle Society of the United Kingdom will have its own Cattle Pavilion to house its exhibitors throughout The Dairy Show.

Brand Awareness:

- Logo in the Cattle Schedule
- Acknowledgement in the Show Guide – company name will be printed in the Sponsors’ Acknowledgements list, also a logo and 100 word editorial will appear within the Show Sponsors section.
- Acknowledgement on the Dairy Show website, including your logo and web link
- Logo on the large format screen adjacent to the Judging Rings
- Logo and acknowledgement on the Jersey National Show logo boards at the entrance to the Jersey Cattle Pavilion
- Logo on planters outside the pavilion
- Sponsor to provide flags to hang from the pavilion roof
- Sponsors branding if provided and installed by the Sponsor

Ticket Allocation:

- 6 complimentary Dairy Show Tickets
- 2 invitations to our 2 course buffet lunch in our exclusive VIP area on the Showering Pavilion Balcony
ADVERTISING

Get your business noticed at The Dairy Show by taking advantage of our excellent advertising opportunities.

SHOW PRESENCE

- **Billboard**  
  From £1,250 +VAT

- **Car Park Board**  
  £75.00 +VAT  
  Graphic (A2) on foamex positioned at the end of a parking aisle in a Main Car Park.

- **Planter Sign**  
  £125.00 +VAT

- **3m Banner Frame**  
  £200.00 +VAT  
  Banner provided by the advertiser to go on an A-Frame within the Show.

- **3m Gate Banner**  
  £200.00 +VAT

- **Pavement Sign**  
  £75.00 +VAT  
  Weighted free standing vinyl board on ground level, artwork to be supplied by the advertiser.

SHOW GUIDE

- **Full page advert, A5 Portrait, full colour**  
  £295 +VAT

- **Half page advert, A6 landscape, full colour**  
  £150 +VAT

The above packages are examples of the opportunities we can offer. We can tailor all packages to meet your budget and requirements.

To book or for more information, please contact:

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Learn more about The Dairy Show at www.bathandwest.co.uk/the-dairy-show