

SHOW INFORMATION

# ROYAL BATH & WEST SHOW

ENGLAND'S ROYAL 4 DAY SHOW

[WWW.BATHANDWEST.COM](http://WWW.BATHANDWEST.COM)

30 MAY – 2 JUNE 2018

# SHOW INFORMATION



**GREAT**  
**BRITISH**  
AGRICULTURE  
**ENTERTAINMENT**  
FOOD & DRINK



## THE SHOW 2017 AND BEYOND...

The Royal Bath & West Show was first held in 1852 and in 2016 we made history with changes and improvements to modernise the Show for the future as we shaped the Show for all ages. We were joined by over 170+ Sponsors, ranging from the local butchers in Bath to the world's largest fast food chain, each contributing to support our Show.

In 2016 Livestock stayed for all four days of the Show for the first time EVER! In previous years the Livestock Lines would have been left dormant prior to the fourth day. This extra showing day allowed us to continue to support and inspire the next generation by creating a Showing day specially for young cattle showmen and women featuring Showmanship Classes and the unique Team Challenge Competition featuring preparation, stock judging and cattle showing. A competition we are improving and hoping to roll out across all sections. We promoted young people across the Show including, Apprentice Classes in Shoeing and Shoemaking, Young Farmers Stock Judging and Young Cheese Monger of the year.

Food & Drink was, as ever at the heart and soul of the Show. We waved goodbye to our four traditional Food Halls and introduced the new Food & Drink area, featuring a union jack themed Food Pavilion and an area bursting with street food around a Big Top hosting an acoustic stage including acts sourced by Glastonbury Founder Michael Eavis. In addition to this we expanded other trading areas including the revamped exhibition halls for Gift and Lifestyle along with the new Woodlands and Countryside Conservation area.

2016 was just the beginning of a prosperous future of the Royal Bath and West Show, England's only four day Royal Show. The Livestock, Food & Drink area and the Big Top mixed with the roaming performers, was a true attribute to the modernisation of the Show; it really was a **Great British Festival of Agriculture, Entertainment, Food & Drink**.

## THE NUMBERS...

- 135,000 – 140,000 visitors**
- 55% of visitors are aged 25 to 55
- Over 65% of visitors spend all day at the Show
- Over 50% of visitors are Rural Based
- Over 50% of visitors travel over 20 miles to the Show
- Over 65% of visitors spend over £50 at the Show
- Showground Parking and Cleanliness is regarded as Excellent



**711 Cattle**



**1,233 Sheep**



**1,162 Horses**  
104 Heavy Horses  
32 Private Driving



**612 Poultry Animals**  
758 Eggs



**287 Pigs**



**903 British Cheese Awards Entries**



**600 Cider Championship Entries**



**600 + Tradestands**  
3000m<sup>2</sup> of farm machinery

- **Schedules printed:** 750 Livestock and 1,300 Equine
- **Catalogues printed:** 1,300 Livestock and 800 Equine
- **Leaflets printed:** 300,000+



## JUST A FEW OF OUR 2017 SPONSORS...

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**PKF FRANCIS CLARK**  
Chartered accountants & business advisers

**M&S**  
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**Carter Jonas**



**THATCHERS**  
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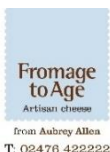
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**itv** Watch & Read coverage of Royal Bath & West Show 2016: [www.itv.com/news/west/story/2016-06-01/bath-and-west-show-2016/](http://www.itv.com/news/west/story/2016-06-01/bath-and-west-show-2016/)

## JUST A SNIPPET OF THE SHOW...

The 240 acre permanent site hosts a huge range of attractions and areas, from both entertainment to education:

- **Livestock:** best of the British Livestock including cattle, sheep, pigs and alpacas
- **Horses:** including Showjumping and Inter-Hunt Relay
- **International Sheep Shearing:** 150 shearers, shearing over 1,500 sheep with most competitors shearing 1 sheep within 45 seconds
- **Bath and West Railway**
- **British Farming for the Family:** an educational area featuring everything from milking, butchery and cookery demonstrations, the Sheep Show and various hands on experiences to educate visitors on the process of Field to Food with our 'ASK A FARMER' Stewards
- **Arts Centre**

**Main Ring:** Diggerland Dancing Diggers Stunt Team, Livestock Grand Parade, Showjumping, Free Flying Birds of Prey, Pony Club Games, Young Farmers Tug of War and more!!

- **Woodlands and Country Conservation:** a haven for rural life and wildlife enthusiasts
- **International Shoeing and Wrought Ironwork (Forge):** featuring Shoeing Team Challenge, team of four farriers competing against the clock with Prize Money of £4,000
- **Big Top featuring Acoustic Stage:** new in 2016, the stage hosted acts sourced by Glastonbury Founder Michael Eavis
- **Bath & West Food & Drink Area:** over 100 of the West's finest producers featuring street food
- **Orchards and Cider, featuring the British Cider Championships**
- **Sports for the Disabled:** disabled athletes competing in games including basketball
- **Main Lawn and Bandstand, featuring Village School and Church**
- **Imagineering Fair:** fascinating, mind blowing displays on everything engineering and technology
- **British Cheese Awards, featuring Cheese Village**
- **Bees and Honey:** live demonstrations, observation hives, microscopes and more
- **Heavy Horse Village**
- **Poultry:** largest summer poultry Show in the Country
- **Inter-Hunt Relay**
- **Horticultural Village**
- **Vintage Vehicles**
- **Society Awards:**
  - Environmental Youth Awards
  - Long Service Award
  - Prince of Wales Award
  - Farm Woman of the Year Award
- **Floral Art**
- **Safety Zone**
- **4x4 Course**
- **Sports Village**
- **Young Farmers Show Dance**
- **600+ Trade stands, in 2016 we welcomed the following:**



**Brocklehursts**



*joules*







## FACTS!

- Over **£70,000** worth of **Ice Cream** was sold at the Show
- A **Range Rover** worth over **£100,000** was sold within hours of the Show opening
- During the Show the Showground has a Village Shop, Bakery, creche, 6 bed medical centre, Restaurant, helicopter landing pad, numerous camping facilities, Gin, Pimms and Champagne Bar
- The Showground has 54 accommodation rooms for up to 120 stockmen built into the Mendip and Sedgemoor Cattle Halls
- Across the 240 acre site there is 4 miles worth of track way
- The Show fed **9,000** people staggered over **5 days** in **8 venues** across the Showground using **3 different caterers**, during the Royal Bath and West Show. Whether it was a dinner for 500 people, a 10 person meeting or a private box or balcony suite booking. [E.james.cox@bathandwest.co.uk](mailto:E.james.cox@bathandwest.co.uk) for more information.
- Over **5,500 rosettes** are awarded each year
- The Royal Bath & West Showground has its own location on the MET Office app
- Over **10 million pounds** is exchanged throughout the Show



# SPONSORSHIP

USE US TO MARKET EWE!

## WHAT WE CAN DO FOR YOU...

**We can create for you a bespoke tailored package to suit your needs, target audience and budget.** We can offer you anything from branding, hospitality, ticket allocation to a presentation, whether it's a banner in a ring to your logo on all Show material, from sponsorship of a cattle class or Show section, for example the 'Care UK Main Lawn', with over 30+ sections we can source you something suitable to your business.

In 2016 we worked with Kubota on the launch of their new tractor, creating a tailored package specially for the Livestock section while also marketing their paddock equipment in the equine areas as an addition.

Please see below some examples of packages we can offer you:

### Cattle Class Sponsorship

**£300 +VAT**

- Acknowledgement in the relevant Schedule and Show Programme
- Logo within the Livestock Schedule and Catalogue
- Logo with a link on the Show website
- Logo on Livestock Sponsors acknowledgements in the Livestock Lines and on the Big Screen
- Commentary notes (PA announcements in Cattle Rings)
- Banner advertising space for 2 banners in the Cattle Judging Rings
- Sponsor of a class suitable to your company including a presentation
- 2 Sponsor badges
- 2 Invitations to the Show Reception
- 4 complimentary one day Show tickets
- Members' Parking





## Headline Sponsorship

£10,000+

The Headline Sponsorship package is our largest and can gain you brand awareness to well over 300,000 potential new customers. The package below is merely a start. Those wishing to be a Headline Sponsor also having the opportunity to Sponsor within various sections of the Show.

### Show Presence:

- Logo within our 300,000 Show leaflets
- Logo with a link on the Show's website
- Acknowledgement on the Shows Social Media pages
- Logo on sponsors board at the public Entrances and Main Entrance throughout the Show
- Logo on sponsors board outside the Showground Main Entrance (along the A371) for 21 days
- Logo on E-Ticket and Show Ticket
- Logo within Members and Trade Stands ticket packs
- Show programme, 12,000 sold throughout Show:
  - Logo on front cover
  - Acknowledgement as a Headline Sponsor
  - Full Page Coloured Advert within the Show Programme
- Banner advertising Space within the Main Ring and numerous other rings. (Dependent on areas you wish to have a presence within)
- Commentary Notes in the Main Ring and potentially areas you wish to Sponsor/have a presence within
- Sponsor of a Livestock Class:
  - Logo within the Livestock Schedule and Livestock Catalogue
  - Award Presentation
  - Commentary Notes (PA announcements in the Livestock Rings)
  - 2 x Banners within the Show Ring that you are a Livestock Sponsor of



### Hospitality:

- Invitations to Presidents Lunch
- Invitations to the Show Reception
- 50 x complimentary one day Show Tickets
- 4 x Sponsors Badges including lunch in Hospitality
- 10 x Members' parking



An option within the Headline Sponsorship Package is to become an **Overall Livestock Sponsor**, offering the following, as a start:

- Logo on Livestock Building Signage
- Logo on the front cover of the Livestock Schedule and Catalogue along with inside page
- Sponsorship of a Cattle, Sheep and Pig Class, meaning a presentation and additional logo coverage within Schedule
- Commentary Notes in all Livestock Rings
- Banners in each Livestock Ring
- Potential Trade Stand



A cheaper option for a large amount of Livestock brand awareness would be to Sponsor a section, either Pigs, Sheep, Cattle (Beef and/or Dairy)

**Sponsoring a Dairy Cattle Class? Why not sponsor the British Cheese Awards as well?**

## USE US TO MARKET EWE!

Want to know more? **Contact:**

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