

BATH & WEST

THE DAIRY SHOW

2 OCTOBER 2019



SPONSORSHIP OPPORTUNITIES



Mole Valley
FARMERS

HEADLINE SPONSOR

Farmers
Guardian



MEDIA PARTNERS

6,000+
Visitors

Trade Stands said:

95%
of visitors were relevant
to their business

90%
met a new customer

29%
were visited by
a Vet

40%
were visited by a
Farm Consultant

98%
would return in 2019

14,000 square metres of
Trade Stand space



Digital

f @RoyalBathandWest
20.6k

f @BathandWestShows
11.6k

t @BathandWest
11.9k

i @RoyalBathandWest
1.2

81k Facebook users reached
during Show Week!

Facebook post engagement
increased by 37% during the
week of Show!



International Visitors

The Show attracts a global audience. We have welcomed visitors from:



A FEW OF OUR 2018 SPONSORS:



SPONSORSHIP

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:

- 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:

- Complimentary Dairy Show Tickets, lunch options available for guests.



This high-profile Show Sponsors package can get your company high brand awareness not just on the Show day itself but in advance online and through print including the Show leaflet and advertisement appearing in many major agricultural publications.

This is what we can offer you:

Brand Awareness:

- Company logo to appear on Show website, visitors welcome document and any relevant show literature
- Company logo to be included on all Dairy Show advert which features in major publications including:
 - Farmers Guardian
 - Dairy Farmer
 - Farmers Weekly
 - South West Farmer
 - Scottish Farmer
 - And many more.
- Company logo on the front cover of 20,000 Dairy Show leaflets which is distributed by Mole Valley Farmers, Old Mill and other Sponsors and Trade Stands
- Complimentary full-page advert in the livestock schedule
- Small advert and logo on the welcome document visitors receive at the Show entrances
- 150 words on the Show website
- Acknowledgement of Company name in any relevant press releases issued by the society in relation to The Dairy Show
- Joint Public Relations strategy to be in place with the sponsor and the Royal Bath & West with close liaison on marketing campaigns
- The Sponsor may provide commentary notes for use during judging (100 words approximately)
- Company logo on Sponsorship acknowledgement signage outside each of the permanent buildings
- Logo on Sponsors acknowledgment signs at the Public entrances
- One complimentary banner to be placed on the vertical flagpoles location on the periphery of the Showground, visible to traffic
- Banner advertising space outside each of the two Show entrances
- Branding around the Cattle Judging Rings, located in the Showering Pavilion:
 - Logo on the Sponsors planters around the Show Ring
 - Logo on drop down ceiling banners above the Rings
 - Acknowledgements to appear on the big screen located next to the Ring
 - Two banner spaces to go on the Showering Pavilion Balcony overlooking the Rings

Further branding can be discussed.

Ticket Allocation:

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

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
- Small advert and logo on the welcome document visitors receive at the Show entrances
- Acknowledgement on the Dairy Show website, including your logo and web link
- Trade stand location shown on the Show Map
- 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

£2,000 +VAT

The demand for internal positions increases each year, with that the Dartmoor Pavilion has been enlarged for the past two years. Now featuring potentially over 50 Trade Stands.

Brand Awareness:

- Pavilion naming rights '*Sponsors name* Dartmoor Pavilion'
- Company logo on the Show map
- Logo on the visitors entrance welcome document
- The 50 stands within the Pavilion to have an entry on the website 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

£2,000 +VAT

The Edmund Rack Pavilion is only available to over 50 long standing Trade Stands and is adjacent to the Yellow Entrance.

Brand Awareness:

- Pavilion naming rights '*Sponsors name* Edmund Rack Pavilion'
- Company logo on the Show map
- Logo on the visitors entrance welcome document
- The 50 stands within the Pavilion to have an entry on the website 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 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:

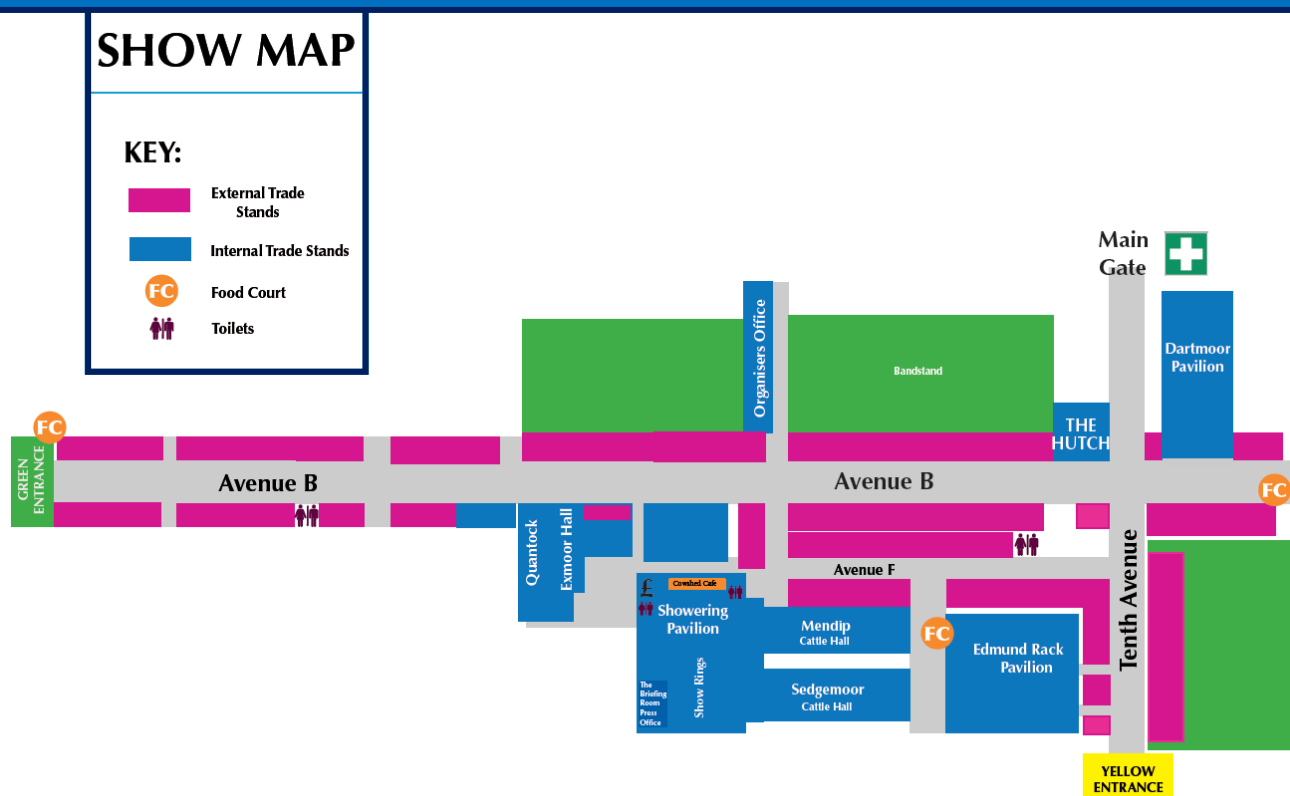
- 15 complimentary Dairy Show Tickets
- 6 invitations to our 2 course buffet lunch in our exclusive VIP area on the Showering Pavilion Balcony

Other Pavilions available to be sponsored include:

The Quantock Pavilion £600 +VAT

Exmoor Hall £800 +VAT

These Pavilions are slightly smaller but still feature high branding opportunities. Enquire for further details.



CATTLE SPONSORSHIP

CATTLE CLASS

£500 +VAT

Cattle classes take place on both the eve of the Show and the Show itself, 10th and 11th October, receiving over 300 entries.

Brand Awareness:

- Logo in the Cattle Schedule
- Logo in the Show Guide
- Acknowledgement on the Show Website, including your logo and link
- Acknowledgement on Social Media
- Acknowledgement on the Show Programme, positioned next to the Cattle Showing Ring
- Branding on the Judging Rings
- Complimentary announcements
- Complimentary opportunity

Tickets

- 2 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

£2,000 +VAT

The Interbreed Heifer Championship sees the winning Heifer from each of the 12 classes in the Cattle Judging Ring to find the overall Champion Heifer of the UK's Large Scale Cattle Show.

Brand Awareness:

- Acknowledgement including logo and free for the Cattle Schedule
- Acknowledgement, logo, editorial and free advert in Show Guide
- Acknowledgement including logo and link in the Cattle section of the Show Guide
- Acknowledgement on the Dairy Show Website include logo and web link
- Logo on the large form on the Judging Rings
- PA announcements
- Presentation of the Interbreed Heifer Championship
- 2 banners on the Showering Pavilion Balcony
- Branding on the Judging Rings

Tickets

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



CATTLE SHOW RING SPONSOR

£2,500 + VAT

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*'
- Logo on the visitors entrance welcome document
- 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:

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

'The Hutch' Sponsor

£2,000 + VAT

The Hutch is a permanent building located prominently on Avenue B close to the Dartmoor Pavilion. The Hutch will feature a range of interesting talks throughout the Show day. This year's theme is **Buildings**, looking at the structure of buildings to the animal welfare within.

There is a range of branding opportunities available pre- Show and during the Show.

Brand Awareness:

- Logo on The Hutch Timetable, to appear online through the website and social media, on the Visitors welcome document
- Logo on The Hutch building signage
- Sponsor can provide branding to go inside and outside the building
- 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 above the Seminar Area Entrance, to be provided by the Sponsor
- Acknowledgement on the Big Screen, positioned next to the Cattle Showing Ring
- Social Media presence when advertising The Hutch
- Branding on the lectern and behind the speakers
- Commentary Notes to be read out in The Hutch
- Opportunity to have a scheduled presentation in The Hutch timetable
 - 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



where true breeding shows

The Dairy Show is honoured to host the Jersey Cattle Society of the United Kingdom National Show 2019.

CLASS SPONSORSHIP

The Classes available to Sponsor are as follows:

Showmanship (Evening of Tuesday 1st October) - £400 +VAT

Calf Classes (Evening of Tuesday 1st October) - £400 +VAT

Maiden Heifer - £400.00 +VAT

Heifer, Incalf - £400.00 +VAT

Heifer, Inmilk - £400.00 +VAT

Junior Cow, Inmilk - £400.00 + VAT

Intermediate Cow - £400.00 +VAT

Senior Cow - £400.00 + VAT

Lifetime Animal - £400.00 +VAT

Pair of Animals - £400.00 +VAT

BENEFITS

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

Brand Awareness:

- Logo in the Catalogue
- Acknowledgement on the Dairy Show webpage, including your logo and link
- Acknowledgement on the Jersey Cattle Society website
- 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
- Logo on Sponsors presentation boards
- Sponsor presentation opportunity
- Display table in the Jersey Lounge on the Showering Pavilion Balcony

Ticket Allocation:

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



Where true breeding shows

HEADLINE NATIONAL SHOW SPONSOR

£1,500+VAT

This package gives the most branding within the National Show. **The Benefits of this package are as follows:**

Brand Awareness:

- Acknowledgement on the Dairy Show webpage, including your logo and link
- Acknowledgement on the Jersey Cattle Society website
- Logo on the large format screen adjacent to the Judging Rings
- Branding in the Cattle Judging Rings
- Jersey Cattle Hall
 - Logo 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
- 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
- Hospitality Unit overlooking the Cattle Judging Rings
- Sponsor of the Jersey Championship to include presentation

Ticket Allocation:

- 12 complimentary Dairy Show Tickets
- 6 invitations for Complimentary Hospitality in our exclusive VIP area on the Showering Pavilion Balcony

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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