THE ROYAL BATH & WEST SHOW

250TH ANNIVERSARY
1777 2027

FOOD, FARMING & RURAL LIFE

3 - 5 JUNE 2027

SPONSORSHIP OPPORTUNITIES 2027

DISCOVER MORE AT
THE ROYAL BATH & WEST SHOW

www.bathandwest.com

Be at the heart of our 250th anniversary

In 2027, the Royal Bath & West of England Society is celebrating an extraordinary milestone: 250 years of supporting agriculture, rural life and communities across the region.

The Royal Bath & West Show is at the heart of this landmark anniversary year, offering your organisation a unique opportunity to join the celebrations, connect with an engaged audience and create a memorable brand presence at one of the region's most established and best-loved events.

Sponsorship Opportunities

Our sponsorship packages are designed to increase brand awareness, create meaningful engagement and connect your organisation with visitors before, during and after the Show.

Every package includes a level of hospitality, complimentary Show tickets, your logo and website link on the Royal Bath & West Show website, inclusion in the official Show Programme and acknowledgement across our social media channels.





From prominent branding and sponsored content to interactive visitor experiences, we will help you identify the opportunity that best reflects your brand, audience and objectives.

Tailored to your business

The strongest partnerships are not always found in a standard package. We can tailor an existing opportunity, combine package elements or create something entirely bespoke to suit your objectives, audience and budget.

A trade stand can also be added to your sponsorship, giving your team a physical presence at the Show and creating further opportunities to showcase products, meet visitors and build valuable relationships. Full options are available in our Trade Stand Brochure.

Let's Create your 2027 Show Presence

To discuss sponsorship opportunities, bespoke packages or adding a trade stand, contact:

Lucy Champion
E: Lucy.Champion@bathandwest.co.uk
T: 01749 822 216

Every package includes

We aim for all of our Sponsors to have their brand highly visible to visitors. That is why all of our packages include:

- Your logo featured on the Royal Bath & West Show website, directly linked to your brand's website
- Acknowledgement as a sponsor within the Show Programme
- Some level of acknowledgement across the Bath & West's social media pages
- The opportunity to have at least one banner on the Showground during the Show.

Bespoke Packages

We are committed to ensuring that packages suit the needs of your business. If you do not see what you are looking for, or would like any additional benefits, please do not hesitate to contact the Trade & Sponsorship Team.





2026 In Numbers

Over 100,000 visitors

90% of visitors spend more than four hours at the Show

62% of visitors live in the countryside

75% of visitors spend £50 or more at the Show

Competition Entries

1100 Equine Entries | 400 Egg Entries | 500 Cider Entries | 700 Bees & Honey Entries | 2000 Livestock Entries

@Bathandwestshows
Over 23k Followers
90k Organic Reach

@Thebathandwest
Over 1.3K Followers
Over 13K Impressions

@RoyalBathandwest
Over 9.7k Followers
Over 260k Impressions

Press Coverage Includes:

ITV West Country | Somerset Life | BBC Points West | Guild of Fine Food | The Telegraph | Western Daily Press

The Team Who Build The Show:
23 Permanent Members | 8 Temporary Members | Over 400 Volunteers | 50 Contractors

1 Incredible Show!



THE ROYAL BATH & WEST SHOW

THE ROYAL BATH & WEST SHOW

EXCLUSIVE PLATINUM SHOW SPONSOR | £50,000

Become the exclusive Platinum Sponsor of the Royal Bath & West Show as the Royal Bath & West of England Society celebrates its historic 250th anniversary, securing unrivalled prominence and association with this landmark year.

BESPOKE SHOW PRESENCE

- Acknowledgement in relevant press releases
- Opportunity to include a leaflet in ticket packs which are sent to Members, Trade Stands, Exhibitors & Sponsors
- Full page colour advert, acknowledgment on the sponsors page and your logo on the front of the Show Programme
- Logo on sponsors board outside the Showground for 21 days before the Show (A371)
- PA Announcements in all Commentary Boxes
- Dedicated Social Media post across the Bath & West accounts

BANNER ADVERTISING

(Banners must be supplied by the sponsor)

- 2 x Main Ring (6m x 1m)
- 1 x Equine Rings (3m x 1m)
- 6 x Livestock Rings Cattle, Pigs, Sheep (3m x 1m)
- 2 x Woodland & Countryside Ring (3m

SIGNAGE

(All signs to be provided by the sponsor, but will be errected by the Bath & West)

- 9 x Toilet Blocks (1m x 1m) on outside
- Inside Toilet Blocks Advertising on every other door
- Showering entrance from the Wessex Pavilion
- Yellow gate Correx sign on fence (1m x 1m)
- Covered Walkway (3m x 1m)

TICKETS & HOSPITALITY

- 150 x one-day Show Tickets
- 50 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 25 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 20 x Show Programmes
- 3 x One year Business Membership with the Royal Bath & West of England Society

THE ROYAL BATH & WEST SHOW

HEADLINE SHOW SPONSOR | £12,000

Take centre stage during our historic 250th anniversary as the principal brand partner of the Royal Bath & West Show, with outstanding visibility across the event.

BESPOKE SHOW PRESENCE

- Logo on the Royal Bath & West Show website, backlinked to your company website
- Acknowledgement on the Royal Bath & West Show social media accounts (Instagram, Facebook & TikTok)
- Opportunity to include a leaflet in ticket packs which are sent to Members, Trade Stands, Exhibitors & Sponsors
- Full page colour advert in the Show programme, as well as acknowledgement on the Sponsor page
- Logo on sponsors board outside the Showground for 21 days before the Show (A371)
- PA Announcements in all Commentary Boxes

BANNER ADVERTISING

(Banners must be provided by the Sponsor)

- 2 x Main Ring (6m x 1m)
- 1 x Livestock Rings (3m x 1m) Cattle, Sheep, Pigs
- 1 x Woodland & Countryside Ring (3m x 1m)
- 1 x Equine Rings (3m x 1m)

HAVE YOUR BRAND SEEN BY THOUSANDS OF VISITORS!

TICKETS & HOSPITALITY

- 40 x one-day Show Tickets
- 10 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 10 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 10 x Forward Area parking passes
- 20 x Complimentary Show Programmes
- 1 x One year Business Membership with the Royal Bath & West of England Society

LIVESTOCK SPONSORSHIP OPPORTUNITIES

HEADLINE LIVESTOCK SPONSOR | £7,000

Align your brand with the very heart of the Show through prominent association with out livestock competitions, exhibitors and the agricultural community.

BESPOKE SHOW PRESENCE

- Logo on the front cover of the Livestock Schedule & Catalogue
- Logo & acknowledgement inside the Livestock Schedule & Catalogue
- Full page black & white advert in relevant catalogue (artwork to be supplied by the Sponsor)
- Award presentation for up to 3 classes (Class details TBC)
- 4 x Feather Flags in each corner of the Cattle Ring (Flags must be supplied by the Sponsor)
- Opportunity to include a leaflet in ticket packs which are sent to Members, Trade Stands, Exhibitors & Sponsors
- Logo on sponsors board outside the Showground for 21 days before the Show

BANNER ADVERTISING

(Banners must be provided by the Sponsor)

- 4 x Cattle Judging Ring (6m x 1m)
- 1 x Sheep Showing Ring (3m x 1m)
- 1 x Pig Showing Ring (3m x 1m)
- 1 x Woodland & Countryside Ring (3m x 1m)

TICKETS & HOSPITALITY

- 20 x one-day Show Tickets
- 10 x Invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 10 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 10 x Forward Area Parking Passes

THE ROYAL BATH & WEST SHOW

LIVESTOCK SPONSORSHIP

Livestock Class Sponsor | £250

Support excellence in the show ring by associating your business with a specific livestock competition class.

Bespoke Show Presence:
- Sponsor of a Livestock Class inluding Award Presentation
- Logo within the Livestock Catalogue
- PA Announcements in the Cattle Ring

Tickets & Hospitality:
- 2 x one-day Show Tickets
- 1 x Forward Area parking pass
- 2 x Sponsors Badges



Livestock Breed Sponsor | £750

Connect your brand with a chosen livestock breed and the dedicated breeders, exhibitors and visitors who support it.

Bespoke Show Presence:
- Sponsor of The Champion Livestock Breed inclusing Award Presentation
- Logo within the Livestock Catalogue
- PA Announcements in the Cattle Ring

Bespoke Show Presence:
- 1/4 page advert in the Show Programme

Tickets & Hospitality:
- 4 x one-day Show Tickets
- 4 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 4x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 2 x Forward Area parking passes

THE ROYAL BATH & WEST SHOW

CATTLE, SHEEP & PIGS SECTION SPONSORSHIP | £2,500 (per section)

Place your brand within one of the Show's core livestock sections and demonstrate your support for British farming and agricultural excellence.

BESPOKE SHOW PRESENCE

- Full page advert in Show Programme
- Full page advert in Livestock Schedule and Catalogue
- Social Media giveaways (sponsor to provide product)
- Interaction with YFC Members

BANNER ADVERTISING

(Banners must be supplied by the sponsor)

- 1 x Cattle Ring (3m x 1m)
- 1 x Sheep Ring (3m x 1m)
- 1 x Pigs Ring (3m x 1m)
- 1 x Main Ring (6m x 1m)

TICKETS & HOSPITALITY

- 6 x one-day Show Tickets
- 6 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 3 x Forward Area parking passes





THE ROYAL BATH & WEST SHOW

SHEEP SHEARING CLASS SPONSOR | £600

Associate your brand with the skill, speed and excitement of one of the Show's most engaging competitive attractions.

BESPOKE SHOW PRESENCE

- Half page advert in Schedule and Catalogue
- Social Media giveaways (sponsor to provide product)
- Interaction with YFC Members

BANNER ADVERTISING

(Banners must be supplied by the sponsor)

- 1 x Cattle Ring (3m x 1m)
- 1 x Sheep Ring (3m x 1m)
- 1 x Pigs Ring (3m x 1m)
- 1 x Main Ring (6m x 1m)

TICKETS & HOSPITALITY

- 2 x one-day Show Tickets
- 2 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 2 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 2 x Forward Area parking passes

POULTRY & SMALL ANIMALS SPONSOR | £550

Support this popular, family-friendly area and connect your brand with breeders, enthusiasts and visitors of all ages

BESPOKE SHOW PRESENCE

- Logo on the Royal Bath & West Show website, linked to your company website
- Listed on sponsors acknowledgement page of the Show Programme

BANNER ADVERTISING

(Banners must be supplied by the sponsor)

- 1 x Display Ring (3m x 1m)

TICKETS & HOSPITALITY

- 2 x one-day Show Tickets
- 2 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 2 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 2 x Forward Area parking passes

THE ROYAL BATH & WEST SHOW

MAIN RING AND ATTRACTIONS SPONSORSHIP OPPORTUNITIES

MAIN RING ATTRACTION SPONSOR | £4,000

Put your brand alongside one of the Show's headline attractions, reaching large audiences in the Main Ring throughout the performance.

BESPOKE SHOW PRESENCE

- Logo on Main Ring Timetable
- PA Announcements throughout the day in the Main Ring
- Seating in the Royal Enclosure of the Grandstand, to watch the Main Ring Attraction each day
- Full page colour advert in the Show Programme

BANNER ADVERTISING

- 2 x Main Ring (6m x 1m)
- 1 x Woodland and Countryside Ring (3m x 1m)

TICKETS & HOSPITALITY

- 8 x one-day Show Tickets
- 8 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 8 x *Sponsors Badges, including invitations to The Pavilion, for lunch*
- 4 x Forward Area Parking Passes

VINTAGE VEHICLE PARADE SPONSOR | £3,000

Celebrate agricultural and motoring heritage by associating your brand with this much-loved parade of vintage vehicles in the Main Ring.

BESPOKE SHOW PRESENCE

- Logo on Main Ring Timetable
- PA Annoucnements throughout the day in the Main Ring
- Seating in the Royal Enclosure of the Grandstand to watch the Main Ring Attraction each day
- Full page colour advert in the Show Programme

BANNER ADVERTISING

- 2 x Main Ring (6m x 1m)
- 1 x Woodland and Countryside Ring (3m x 1m)

TICKETS & HOSPITALITY

- 6 x one-day Show Tickets
- 6 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 3 x Forward Area Parking Passes

THE ROYAL BATH & WEST SHOW

GRAND PARADE SPONSOR | £3,000

Position your brand at the heart of one of the Show's proudest traditions as champion livestock enters the Main Ring for the Grand Parade.

BESPOKE SHOW PRESENCE

- Logo & acknowledgement inside the Livestock Schedule & Catalogue
- Full page black & white advert in the Livestock catalogue (artwork to be supplied by the Sponsor)
- Sponsor of a Livestock Class, including presentation (Class details TBC)
- Grand Parade Award presentation in the Main Ring
- Commentary during the Grand Parade
- PA Announcements in Livestock Rings

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)
- 1 x Cattle Judging Ring (6m x 1m)
- 1 x Sheep Showing Ring (3m x 1m)
- 1 x Pig Showing Ring (3m x 1m)

TICKETS & HOSPITALITY

- 6 x one-day Show Tickets
- 6 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 3 x Forward Area Parking Passes

MOUNTED TEAM RELAY SPONSOR | £3,000

Align your brand with the speed, energy and competitive excitement of this popular Main Ring equestrian event.

BESPOKE SHOW PRESENCE

- Logo on Main Ring Timetable
- PA Annoucnements throughout the day in the Main Ring
- Seating in the Royal Enclosure of the Grandstand to watch the Main Ring Attraction each day
- Full page colour advert in the Show Programme

BANNER ADVERTISING

- 2 x Main Ring (6m x 1m)
- 2 x Ring 2 (6m x 1m)

TICKETS & HOSPITALITY

- 6 x one-day Show Tickets
- 6 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 3 x Forward Area Parking Passes

THE ROYAL BATH & WEST SHOW

PAWSABILITY DOG AGILITY CUP FINAL SPONSOR | £750

Connect with an enthusiastic family audience through this fast-paced and entertaining celebration of canine agility

BESPOKE SHOW PRESENCE

- PA Announcements in Main Ring Commentary Box
- Logo to be featured on T-shirts worn by dog handlers
- Presentation of dog agility class withphotographer
- Logo on Sponsors board for presentation
- Opportunity for or vouchers to be included in goodie bags

BANNER ADVERTISING

- 1 x Display Ring (3m x 1m)

TICKETS & HOSPITALITY

- 4 x one-day Show Tickets
- 4 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 2 x Sponsors Badges, including invitations to The Pavilion, for lunch

MAIN LAWN SPONSOR | £5,000

Create a highly visible brand presence within one of the Show's busiest visitor areas and a central hub of activity and entertainment.

BESPOKE SHOW PRESENCE

- Naming rights of the Main Lawn – for The Royal Bath & West Show Map
- Logo in map key and on map in trade stand location (if applicable)
- PA Announcements throughout the day on the Main Lawn
- Feather Flags on the Main Lawn (Feather Flags to be supplied by the Sponsor – a minimum of 6 tomake an impact)
- Full page colour advert in the Show programme

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)
- 4 x Main Lawn

TICKETS & HOSPITALITY

- 8 x one-day Show Tickets
- 8 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 8 x Sponsors Badges, including invitations to The Pavilion, for lunch

THE ROYAL BATH & WEST SHOW

EQUINE SPONSORSHIP OPPORTUNITIES

SHOW JUMPING SPONSOR | £2,000

Associate your brand with the skill, precision and excitement of competitive show jumping at the Royal Bath & West Show.

BESPOKE SHOW PRESENCE

- Sponsor of a Show Jumping Class, taking place in the Main Ring (Class details TBC)
- Award Presentation in the Main Ring with photo
- Logo on Horse Rug for Award Presentation
- PA announcements in the Main Ring
- Seating in the Royal Enclosure of the Grandstand to watch the sponsored Show Jumping Class
- Half Page Colour Advert in the Show Programme

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)

TICKETS & HOSPITALITY

- 6 x one-day Show Tickets
- 6 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 3 x Forward Area Parking Passes

RING 2 SPONSOR | £1,500

Secure a strong presence across the programme of competitions and activity taking place in one of our principal equine rings.

BESPOKE SHOW PRESENCE

- Naming rights of Ring 2
- Sponsorship of a class on the Saturday in Ring 2 including Award Presentation (class details TBC)
- PA announcements in Ring 2
- A half page black & white advert in the Equine Catalogue

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)
- 4 x Ring 2 (6m x 1m)

TICKETS & HOSPITALITY

- 6 x one-day Show Tickets
- 6 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 3 x Forward Area Parking Passes

THE ROYAL BATH & WEST SHOW

EQUINE SPONSORSHIP

Equine Class Sponsor | £250

Support equestrian excellence by placing your brand alongside a chosen class and its competitors.

Bespoke Show Presence:
- Sponsor of an Equine Class including Award Presentation
- Logo within the Equine Catalogue
- PA Announcements in the Equine Ring

Banner Advertising:
- 2 x in the Equine Ring (3m x 1m)

Tickets & Hospitality:
- 2 x one-day Show Tickets
- 2 x Sponsors Badges
- 1 x Forward Area parking pass



Equine Breed Sponsor | £750

Connect your business with a chosen equine breed and the owners, breeders and enthusiasts who champion it.

Bespoke Show Presence:
- Sponsor of The Championship within the Equine Breed including Award Presentation
- Logo within the Equine Catalogue
- PA Announcements in the Equine Ring
- 1/4 page advert in the Show Programme

Banner Advertising:
- 3 x in the Equine Rings (3m x 1m)

Tickets & Hospitality:
- 4 x one-day Show Tickets
- 4 x Sponsors Badges, inclusing invitations to The Pavilion, for lunch
- 4 x invitation to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 2 x Forward Area parking passes

THE ROYAL BATH & WEST SHOW

FARRIERS SPONSOR | £400

Support the traditional skill and vital contribution of farriers while reaching an engaged equestrian and rural audience.

BESPOKE SHOW PRESENCE

- PA Announcements in The Forge
- Logo on the Royal Bath & West Show website, linked to your company website
- Listed on sponsors acknowledgement page of the Show Programme

BANNER ADVERTISING

(Banners must be supplied by the sponsor)

- 1 x The Forge (3m x 1m)

TICKETS & HOSPITALITY

- **2 x one-day Show Tickets**
- **2 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)**
- **2 x Sponsors Badges**
- **1 x Forward Area Parking Pass**







THE ROYAL BATH & WEST SHOW

Food & Drink Sponsorship Opportunities

THE REGIONAL FOOD & DRINK PAVILION SPONSOR | £8,000

Place your brand at the centre of a vibrant destination celebrating outstanding regional producers, artisan products and memorable flavours.

BESPOKE SHOW PRESENCE

- Logo on both entrances of the Food Pavilion
- Logo on Pavilion Sign/Trade Listing Logo in Show Programme under Food Pavilion Sponsor
- 6 x Feather Flags in the F&D Pavilion (to be supplied by the sponsor)
- Logo included on Show leaflets
- Voucher within Members ticket packs
- Full page colour advert in the Show Programme

BANNER ADVERTISING

- 2 x Main Ring (6m x 1m)

TICKETS & HOSPITALITY

- 20 x one-day Show Tickets
- 10 x Invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 10 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 10 x Forward Area Parking Passes



THE ROYAL BATH & WEST SHOW

GREAT BRITISH KITCHEN SPONSOR | £6,000

Place your brand at the centre of a vibrant destination celebrating outstanding regional producers, artisan products and memorable flavours.

BESPOKE SHOW PRESENCE

- Company logo on signage outside the Great British Kitchen
- Company logo on the Timetable for the Great British Kitchen (inc. in the Show Programme)
- Opportunity to provide Goodie Bags / Leaflets / Giveaways inside the Great British Kitchen (120 seats, 3 x per day)
- Branding inside the Great British Kitchen Theatre
- Acknowledgement on the Great British Kitchen section of the Royal Bath & West Show website
- Acknowledgement in relevant press releases about the Great British Kitchen
- Full page colour advert in the Show Programme

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)

TICKETS & HOSPITALITY

- 8 x one-day Show Tickets
- 8 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 8 x Sponsors Badges, including invitations to The Pavilion, for lunch

PUT YOUR BRAND IN FRONT OF PASSIONATE FOOD LOVERS!





THE ROYAL BATH & WEST SHOW

BRITISH & IRISH CHEESE AWARDS 2027

BRITISH AND IRISH CHEESE AWARDS SPONSORSHIP



ABOUT THE BRITISH & IRISH CHEESE AWARDS

The British & Irish Cheese Awards return to the Royal Bath & West Show in 2027, celebrating the very best of our award-winning cheeses.

SUPREME CHAMPION SPONSOR £3,000

Align your brand with the highest accolade of the British & Irish Cheese Awards and take centre stage for the presentation of the Supreme Champion award.

AWARD PRESENCE

- Exclusive sponsorship of the Supreme Champion award
- Opportunity to present the Supreme Champion award at the British & Irish Cheese Awards Dinner
- Prominent recognition within the Awards presentation and all associated displays
- Logo displayed on the British & Irish Cheese Awards Dinner cheese menu
- Logo featured within graphic displays surrounding the Awards

HOSPITALITY

- 4 x British & Irish Cheese Awards Dinner tickets
- 6 x one-day Show Tickets
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 3 x Forward Area Parking Passes

DRINKS RECEPTION SPONSOR £2,500

Place your brand at the heart of the British & Irish Cheese Awards Dinner, welcoming more than 200 guests from across the food and drink industry.

RECEPTION PRESENCE

- Exclusive recognition as the Drinks Reception Sponsor
- Opportunity to provide your own products for the drinks reception, allowing guests to experience your brand directly
- Advertising opportunities at the dinner (supplied by the sponsor)
- Logo displayed on the British & Irish Cheese Awards Dinner cheese menu
- Logo included on Award tent cards and class labels
- Logo featured within graphic displays surrounding the Awards

HOSPITALITY

- 4 x British & Irish Cheese Awards Dinner tickets
- 6 x one-day Show Tickets
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 3 x Forward Area Parking Passes

THE ROYAL BATH & WEST SHOW

BRITISH & IRISH CHEESE AWARDS 2027

CHAMPION CLASS SPONSOR

Associate your brand with excellence in a chosen area of cheesemaking and present the winning award at the prestigious British & Irish Cheese Awards Dinner.

£1,500 per class



BESPOKE SHOW PRESENCE

- Sponsorship of one selected Champion Class
- Opportunity to present the winning award at the British & Irish Cheese Awards Dinner
- Logo displayed on the relevant Award cards and class labels
- Logo displayed on the British & Irish Cheese Awards Dinner cheese menu
- Logo featured within graphic displays surrounding the Awards

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)

HOSPITALITY

- 2 x British & Irish Cheese Awards Dinner tickets
- 3 x one-day Show Tickets
- 3 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 2 x Forward Area Parking Passes



CHAMPION CLASSES AVAILABLE

- Best Fresh
- Best Soft White
- Best Rind-Washed
- Best Semi-Soft
- Best Territorial
- Best Modern
- Best Blue
- Best Flavour - Added
- Best New
- Best Export
- Best Goat's
- Best Sheep's
- Best Dairy Product
- Best English
- Best Scottish
- Best Irish
- Best Welsh
- Best Traditional Cheddar
- Best Block Cheddar
- Best Organic
- Best PDO or PGI
- Best Show-Dressed
- Best Prepared Block
- Champion Retailer
- Best from a Member of the Specialist Cheesemakers Association

THE ROYAL BATH & WEST SHOW

SHOW HOSPITALITY

Stockman's Breakfast Sponsor | £1,500

Start the day alongside our livestock exhibitors by sponsoring this valued breakfast for the stockmen and women at the heart of the Show.

Bespoke Show Presence:
- Logo on the back of the voucher for the Stockman's Breakfast
- Half page colour advert in the Show Programme
- Full page advert in Livestock Catalogues

Banner Advertising:
- 1 x Main Ring (6m x 1m)
- 1 x Banner in the Livestock Ring

Tickets & Hospitality:
- 6 x one-day Show Tickets
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 6 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 3 x Forward Area parking passes

Stockman's Supper Sponsor | £1,500

Bring the livestock community together and position your brand alongside this popular evening gathering for exhibitors and stock teams.

Bespoke Show Presence:
- Logo on the back of the voucher for the Stockman's Supper
- Half page colour advert in the Show Programme
- Full page advert in Livestock Catalogues

Banner Advertising:
- 1 x Main Ring (6m x 1m)
- 1 x Banner in the Livestock Ring

Tickets & Hospitality:
- 6 x one-day Show Tickets
- 6 x Sponsors Badges, including invitations The Pavilion, for lunch
- 6 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 3 x Forward Area parking passes

THE ROYAL BATH & WEST SHOW

SOMERSET AT SUNSET SPONSOR | £2,000

Associate your brand with the music, entertainment and celebratory atmosphere of the Show's Thursday evening event.

BESPOKE SHOW PRESENCE

- Logo on the Show Reception Invitation
- Opportunity to have branding at the Reception; Pop-up banners, information stand and leaflets (all to be supplied by the sponsor)
- The opportunity to speak to promote your business

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)
- 1 x Ring 2 (3m x 1m)

TICKETS & HOSPITALITY

- 6 x one-day Show Tickets
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 6 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 3 x Forward Area Parking Passes

ABOUT SOMERSET AT SUNSET

Somerset At Sunset is held on the Thursday evening of the Show in the Council Marquee. It is an invitation only event, providing an opportunity for traders, exhibitors, stewards and sponsors to network whilst enjoying drinks and a hog roast!



THE ROYAL BATH & WEST SHOW

THE PAVILION SPONSOR | £5,500

The Pavilion, overlooking the Main Ring, hosts The Presidents guests, members of council, sponsors and the Show Society members dine within here.

BESPOKE SHOW PRESENCE

- Naming rights to the Pavilion
- Company logo printed on the lunch menus
- Half page advert within the Show Programme
- PA announcements within the Main Ring
- Opportunity to provide branded table gifts at the President's Lunches
- Company logo featured on all relevant signage
- Sponsorship mentioned in the Honorary Show Director's address to guests

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)
- 1 x Ring 2 (3m x 1m)
- 1 x Livestock Rings (3m x 1m)

TICKETS & HOSPITALITY

- 8 x one-day Show Tickets
- 2 x places at The President's Lunch each day, allowing for direct contact with our guests
- 4 x Sponsors Badges
- 4 x invitations to The Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 2 x VIP Parking passes, valid for all three days of the Show

ABOUT THE PAVILION & PRESIDENTS LUNCHES

President's lunches take place every day of the show. They are formal lunches held in the pavilion with attendance by invitation only and preceded by a short drinks reception in the Presidents lounge. We have circa 30-40 guests in attendance including, landowners, local dignitaries, key sponsors and other local persons of notable interest.



THE ROYAL BATH & WEST SHOW

RURAL CRAFT SPONSORSHIP OPPORTUNITIES

WOODLAND & COUNTRYSIDE CONSERVATION SPONSOR | £5,000

Position your brand within an immersive area celebrating woodland skills, rural traditions, conservation and the natural environment.

BESPOKE SHOW PRESENCE

- PA Announcements in Woodland & Countryside Commentary Box
- Sponsorship of 2 x Cattle Classes with Presentations
- Trading space 6m frontage in Woodland Area (all ancillaries and costs to be the responsibility ofthe sponsor)
- 1 x Business Membership

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)

TICKETS & HOSPITALITY

- 8 x one-day Show Tickets
- 8 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 8 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 4 x Forward Area Parking Passes

ART CENTRE SPONSOR | £1,500

Place your brand alongside a diverse exhibition of creative talent, giving artists a valued platform within the Show.

BESPOKE SHOW PRESENCE

- Logo in the Art Schedule, Art Catalogue and the Show Programme.
- Full page black & white advert in the Art Schedule (artwork to be supplied by the Sponsor)
- Quarter page coloured advert in the Show Programme (artwork to be supplied by the Sponsor)
- Sponsor of an Art Class (details of class TBC)

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)
- Display space in the Art Centre (table/floor space only)

TICKETS & HOSPITALITY

- 6 x one-day Show Tickets
- 6 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 3 x Forward Area Parking Passes

THE ROYAL BATH & WEST SHOW

ORCHARD & CIDER SPONSOR | £750

Celebrate Somerset's orchard heritage by aligning your brand with cider making, local producers and traditional rural skills.

BESPOKE SHOW PRESENCE

- Logo on signage within the Orchard & Cider Marquee
- Half page advert in the Cider Catalogue



BANNER ADVERTISING

- 1 x Orchard & Cider (3m x 1m)
- 1 x Main Ring (6m x 1m)

TICKETS & HOSPITALITY

- 2 x one-day Show Tickets
- 2 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 2 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 1 x Forward Area Parking Pass

BEES & HONEY SPONSOR | £300

Support beekeeping, biodiversity and local honey production while engaging visitors with the essential role of pollinators.

BESPOKE SHOW PRESENCE

- Sponsorship of a class
- Logo within the Bees & Honey Schedule



BANNER ADVERTISING

- 1 x Bees and Honey (3m x 1m)

TICKETS & HOSPITALITY

- 2 x one-day Show Tickets
- 2 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 2 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 1 x Forward Area Parking Pass

THE ROYAL BATH & WEST SHOW

HEADLINE SPONSOR OF THE GREAT SOMERSET GARDEN FESTIVAL | £5,000

Take centre stage within the Great Somerset Garden Festival, enjoying prominent branding, exclusive naming rights and opportunities to showcase your business to a passionate audience of gardeners, growers and outdoor living enthusiasts.

BESPOKE SHOW PRESENCE

- Naming rights for the Great Somerset Garden Festival
- Logo on signage on and around the marquee
- Opportunity to create a pop-up garden
- PA Announcements within the Festival
- Full page colour advert in the Show Programme

BANNER ADVERTISING

- 2 x Main Ring (6m x 1m)
- 2 x Great Somerset Garden Festival (3m x 1m)

TICKETS & HOSPITALITY

- 8 x one-day Show Tickets
- 8 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 8 x Sponsors Badges, including invitations to The Pavilion, for

THE GREAT SOMERSET GARDEN FESTIVAL FORUM SPONSOR | £2,500

Support the conversations that inspire visitors while placing your brand alongside expert speakers, practical demonstrations and engaging forum content within the Great Somerset Garden Festival.

BESPOKE SHOW PRESENCE

- Naming rights for the Forums
- Logo on signage in and around the marquee
- Opportunity to create a pop-up garden
- PA Announcements within the Festival

BANNER ADVERTISING

- 2 x Great Somerset Garden Festival (3m x 1m)

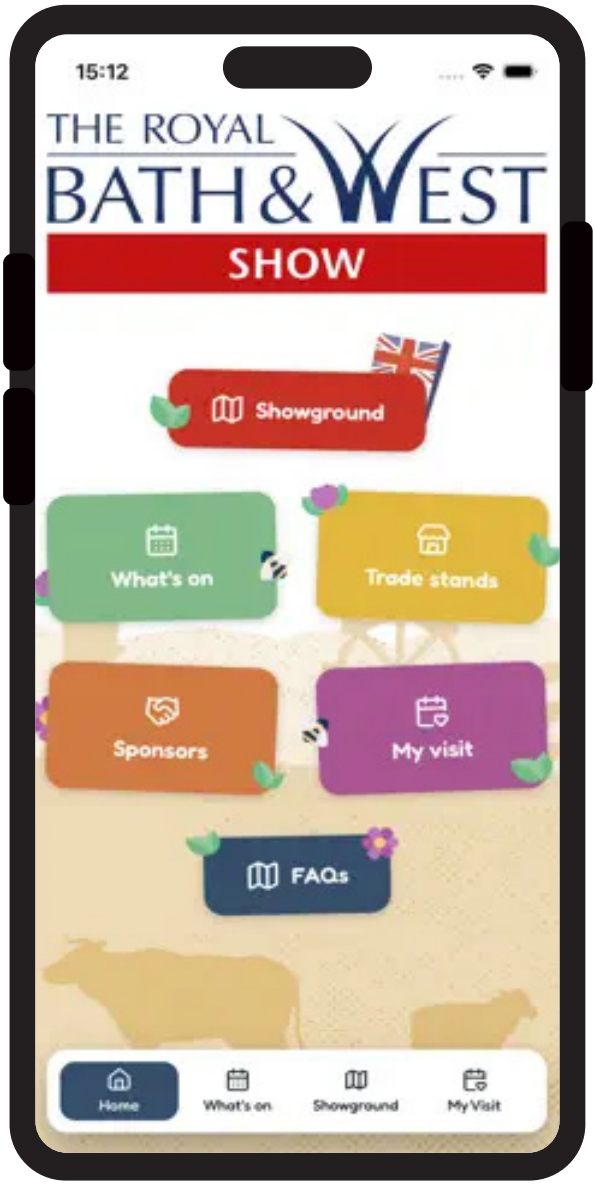
TICKETS & HOSPITALITY

- 6 x one-day Show Tickets
- 6 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 6 x Sponsors Badges including invitations to The Pavilion, for lunch
- 3 x Forward Area Parking Passes

PRINT AND PROMOTIONAL SPONSORSHIP OPPORTUNITIES

SHOW APP SPONSOR | £5,000

Put your brand directly into visitors' hands through the Show's essential digital guide to schedules, attractions and information.



BESPOKE SHOW PRESENCE

- Logo on loading page
- Banner advertisement on the App Homepage
- Adverts throughout the App
- Logo on the App's Show Map
- Full page colour advert in the Show Programme
- Logo included on all relevant promotional materials

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)
- 1 x Yellow Gate (3m x 1m)
- 1 x Green Gate (3m x 1m)

TICKETS & HOSPITALITY

- 8 x one-day Show Tickets
- 8 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 8 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 4 x Forward Area Parking Passes

THE ROYAL BATH & WEST SHOW

SHOW PROGRAMME SPONSOR | £5,000

Gain prominent exposure within the official guide used by visitors to plan and enjoy their day at the Show.

BESPOKE SHOW PRESENCE

- Logo on front page of the Show Programme
- Logo included on the Programme's Show Map
- PA Announcements within the Main Ring
- Full page colour advert in the Show Programme
- Logo included on all relevant promotional materials

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)
- 1 x Yellow Gate (3m x 1m)
- 1 x Green Gate (3m x 1m)

TICKETS & HOSPITALITY

- 8 x one-day Show Tickets
- 8 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 8 x Sponsors Badges including invitations to The Pavilion, for lunch

FAMILY TRAIL SPONSOR | £5,000

Lead families on an interactive journey around the Show through a highly visible activity designed to encourage discovery and engagement.

BESPOKE SHOW PRESENCE

- Logo included on the Family Trail Map and related signage
- Sponsors Trade Stand (if applicable) included as one of the stops
- Opportunity to provide a prize for the winner of the Family Trail (selected at random after the Show)
- Acknowledgement in relevant press releases
- Half page colour advert in the Show Programme
- PA Announcements in all Commentary Boxes

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)
- 1 x Woodland & Countryside Ring (3m x 1m)

TICKETS & HOSPITALITY

- 8 x one-day Show Tickets
- 8 x invitations to Somerset At Sunset Drinks Reception (option to purchase hog roast upgrade)
- 8 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 4 x Forward Area Parking Passes

THE ROYAL BATH & WEST SHOW

FORWARD AREA CAR PASS SPONSOR | £1,500

3,000 Forward area passes sent out to Sponsors, VIPs, Members to be displayed hanging from the car with company logo on both sides of the hanging pass.

BESPOKE SHOW PRESENCE

- Half page advert in the Show Programme
- Logo included on both sides of the pass
- Acknowledgement within the Sponsors Page of the Show Programme
- Logo inlcuded on the Show's website, linked to your company website

BANNER ADVERTISING

- 1 x Main Ring (6m x 1m)
- 2 x Ring 2 (6m x 1m)

TICKETS & HOSPITALITY

- 6 x one-day Show Tickets
- 6 x invitations to Somerset At Sunset Drinks Reception
- 6 x Sponsors Badges, including invitations to The Pavilion, for lunch
- 6 x Forward Area Parking Passes



THE ROYAL BATH & WEST SHOW

£250 FOR 250 YEARS

In 1777, the Royal Bath & West of England Society was founded with a bold mission: to promote agriculture, innovation, and rural communities. Two and a half centuries later, that mission is more important than ever — and we invite you to be part of its future.

To mark our 250th anniversary in 2027, we are launching a special giving campaign. We are asking supporters, members, visitors, trade stand holders, and sponsors to contribute £250 in recognition of our 250 years of service to the South West's rural industries.

Your £250 donation will directly support:

- The development of agricultural education and innovation
- Grants and awards for young people entering rural careers
- Conservation, sustainabilty, and rural skills initiatives
- The continued delivery of events that champion farming, food, and countryside life



Anniversary Supporters will receive:

- Recognition within our '250th Anniversary Friends of the Society' listings displayed within the 250th Anniversary Exhibition Marquee at the Royal Bath & West Show 2027
- 2 x one-day Show Tickets
- Inclusion in anniversary communications

THE ROYAL BATH & WEST SHOW

ENHANCED ANNIVERSARY FRIEND PACKAGES

For those wishing to make an even greater contribution, we are pleased to offer the following enhanced levels of support:



Bronze Friend of the Society



Silver Friend of the Society

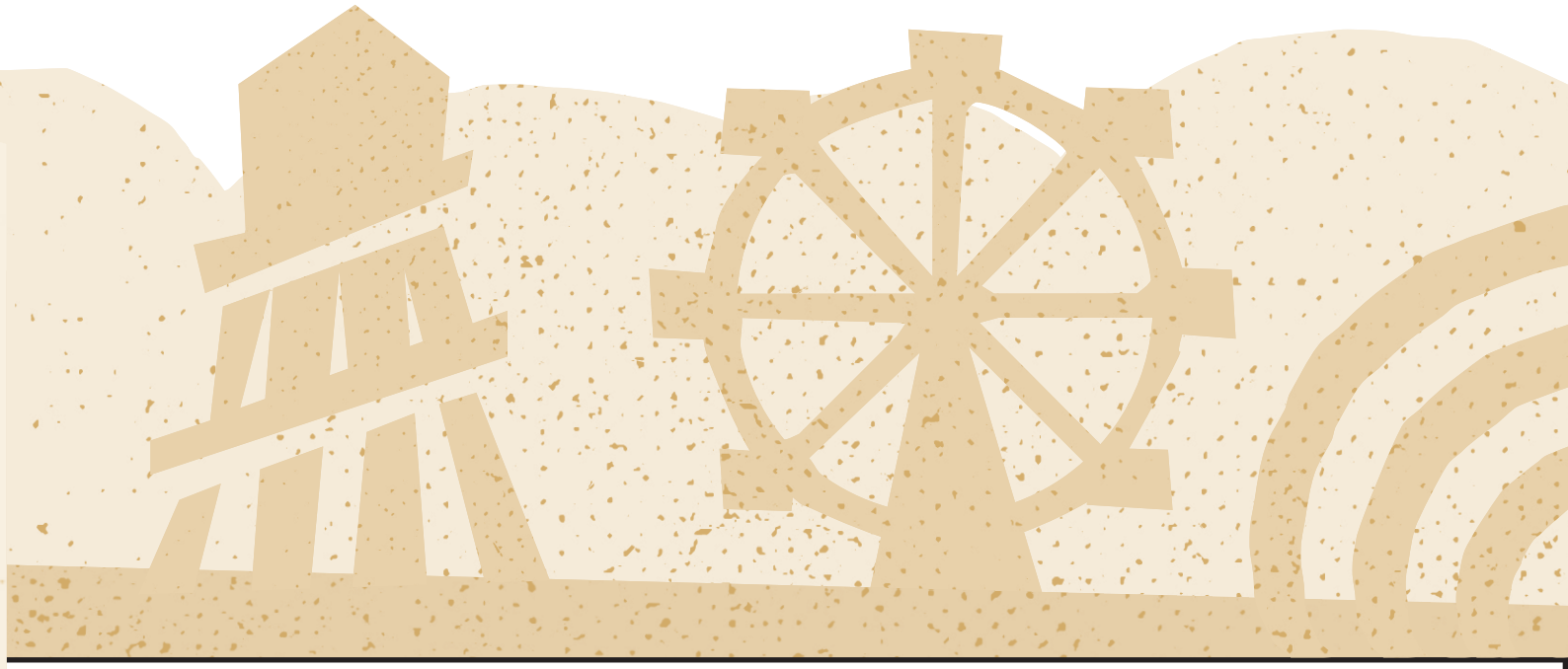


Gold Friend of the Society

Enhanced Anniversary Friends will receive:

- A permanent commemorative bronze / silver or gold plaque displayed prominently on the Showground
- A commemorative 250th Anniversary pin badge
- Recognition within our '250th Anniversary Friends of the Society' listings displayed within the 250th Anniversary Exhibition Marquee at the Royal Bath & West Show 2027
- 2 x one-day Show Tickets
- Inclusion in anniversary communications

These enhanced packages provide a lasting legacy while helping the Society continue its charitable work for future generations.



Any Questions? Get in touch:

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