

**SPONSORSHIP  
& PARTNERSHIP  
OPPORTUNITIES**



# **GILLINGHAM & SHAFTESBURY SHOW**

**18 & 19 AUG 21**

**REUNITING  
THE RURAL  
COMMUNITY**

*safely!*



# JUMP BACK INTO THE SHOW!



GILLINGHAM &  
SHAFTESBURY  
SHOW 18 & 19 AUG 21

# Welcome

The Gillingham & Shaftesbury Show is back and in a new format! - The Show for the first time ever is going to two days. The Show will reunite the rural community safely by splitting visitor numbers over two days:

**Wednesday 18th & Thursday 19th August 2021**

To manage our safe return there will be a number of changes, these include a strict capacity plan meaning that for now there will be a limited number of tickets, with none available to purchase on the day. Unfortunately some competitive classes may not be able to go ahead. Livestock and equine classes will be split over two days with livestock only to attend on the day or night before their class. Strict cleaning protocols throughout, less marquees, wider avenues, sanitising and handwashing stations will be in place. However, with changes come new exciting areas like the Food & Drink Area featuring picnic tipi surrounded by local artisan producers.

While we live through a time of regulations and rules, just like any year we are dedicated to being an entertaining, relaxed rural day out for the whole family showcasing our traditions, heritage and modern life in agriculture and the countryside along with the craftsmen within it.

The Show will continue to act as a networking opportunity for farmers and farm workers to meet with buyers, suppliers, machinery dealers, and after an isolated year, fellow farmers. Being located in North Dorset allows us to act as the rural day out for visitors of all backgrounds from across Dorset, Wiltshire & Somerset, joining us for a family day out.

As a business we will put you, the producer in contact with the consumer. We are proud to play our part in the recovery of our region's economy. The Show offers you the perfect opportunity to promote just about any type of business. We offer a wide variety of Sponsorship and Partnership opportunities to cater for any budget, whether you wish to meet farmers or food lovers, we have an area within the Show to suit you.

The Show's 2 day announcement alone has reached over 150,000 people through our print media partners, radio, online and across social media. Through our ever growing medias the Show's pre Show promotion will reach over 100,000 people across our region. This year online platforms are more important than ever and we can offer Sponsors pre event promotion along with on the day promotion.

We hope you will take a moment to look at what we can offer you here at the 2021 Gillingham & Shaftesbury Show.

Kind Regards,



**James Cox**

Show Secretary & Event Organiser

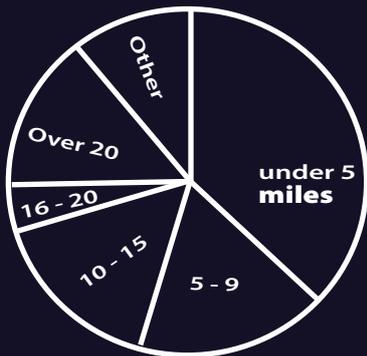


# THE NUMBERS

## Visitor DEMOGRAPHICS



### HOW FAR DO VISITORS TRAVEL TO THE SHOW? In miles



### 2019 Trade Stands said...

**89%**  
of Trade Stands met a **NEW** customer!

Despite wet weather...  
**75%**  
of Trade Stands had a good day at the Show!

**90%**  
wish to return in 2020

**£10 MILLION**  
worth of Machinery on display!

### About us... in a normal year

**20,000+** Visitors

**500** Trade Stands  
of which there are...

**100** Agricultural  
**50** Local Food & Drink



In 2021 we expect a minimum of 4,000 visitors per day

## Digital

@Gillinghamandshaftesburysow  
4.6K Likes

@Gillinghamandshaftesburysow  
1,067 Followers

@GandS\_Show  
284 Followers

**70k**  
Facebook users reached in the Week of the 2019 Show!  
**357,035** reached between June & August

**29k**  
Twitter users reached in August 2019!

## SPECIFIC PACKAGES

Get your brand **noticed** by sponsoring a specific area or attraction within the 2021 Gillingham & Shaftesbury Show.

In this section you can browse a range of options including the Main Ring.

All prices are negotiable, contact us to discuss.

### ADRENALINE TOUR - Headline 2021 Main Ring Act

**£750 +VAT**

Jumping into the Main Ring twice a day on both days is the Adrenaline Tour. This daredevil display will not only offer the Sponsor a lot of brand awareness at the Show but also in advance with us promoting our 2021 Headline Act heavily across our promotional channels.

The benefits of sponsoring this act are as follows:

- The act will be titled 'The Adrenaline Tour Sponsored by (Sponsors Name)'. This will become the headline for the Show whenever the act is mentioned.
- Acknowledgements on social media
- Inclusion in the Show Programme
- Inclusion in the Show Newsletter (requested to members, sponsors and stewards)
- Name in the Show Newsletter (with the act)
- Logo and name in the printed Show Guide
- Name when mentioning the act on timetables located around the Show
- Logo on sponsors acknowledgements located around the Show
- PA announcements in the Main Ring alongside the Sponsors name being mentioned alongside the act itself
- 3 x 6m banners to go up in the Main Ring (Sponsor to provide)
- Ticket allocation

### OTHER MAIN RING ACTS

There are a range of Main Ring acts available to sponsor including Polo, Shetland Pony Grand National, Vintage Display, Private Driving, Showjumping & more!

All of the acts come with a range of benefits including high brand awareness and ticket allocations.

**Prices start from £350.00 +VAT**



Help promote British Agriculture and sponsor the Fun, Food & Farming Area at the 2021 Show. This is an education area where we aim to introduce the next generation to all aspects of production in agriculture and countryside management.

The benefits of Sponsoring the Fun, Food & Farming are as follows:

**PRE SHOW**

- Sponsors logo to go on the shirts worn by those running the Area
- Fun, Food & Farming Area to become 'Fun, Food & Farming Area sponsored by ...'
- Sponsors name included whenever the Education Area is mentioned, such as on social media
- Acknowledgements on social media not only specifically for the sponsor but also when the Education Area is mentioned
- Inclusion on the Show website:
  - Sponsors name on the What's On page under Fun, Food & Farming
  - Logo on the Fun, Food & Farming Page
  - Logo on the logo carousel
- Logo within an E-Newsletter

**SHOW DAYS**

- Logo and name in the printed Show Guide
- Logo on Sponsors Acknowledgements located around the Show
- Sponsor can provide 4 x 3m length banners to go within the Fun, Food & Farming Area along with 2 banners elsewhere within the Show
- The Sponsor is welcome to provide further branding around the Area upon agreement with the Show Office.
- Ticket allocation

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## **SHEEP SHEARING DEMONSTRATION**

**£200 +VAT**

Part of the Fun, Food & Farming Area we introduce the brand new Sheep Shearing Demonstrations.

Sponsorship of this demonstration provides brand awareness not just pre Show but also on both Show days.

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## **STEAM SECTION**

**£350 +VAT**

Step back in time and enjoy the sights and smells of the Steam Engines at the 2021 Show alongside the sounds of the vintage organ.

This year for the first time the Show will have Steam Engines and Stationary Engines on display and parading around the Main Ring.

**PRE SHOW**

- Acknowledgements on social media, not just for the Sponsor but when the Steam Section is mentioned.
- Inclusion on the Show website:
  - What's on page under Steam
  - Logo on Steam Engine Page
  - Logo on the logo carousel
- Acknowledgement in an E-Newsletter and within the printed Newsletter

**SHOW DAYS**

- Logo and name in the printed Show Guide
- Logo on Sponsors Acknowledgements located around the Show
- 2 x 3m length banners to go up in the Steam Section. Sponsor is welcome to provide additional branding if discussed with the Show Organiser.
- Banner opportunities elsewhere within the Show
- Ticket allocation

## MAIN RING SPONSOR

£2,500 +VAT

The Main Ring is the hub of the Show. The ring hosts a range of big attractions throughout the Show with the Members Lawn overlooking the ring. Sponsoring the ring itself provides very high brand awareness at the Show and in advance.

The benefits of Sponsoring the Main Ring are as follows:

- The Main Ring to become '(Sponsors Name) Main Ring'
- Sponsors name included whenever the Main Ring is mentioned, whether announcing an act in a press release or social media to the commentator on the Show Days.
- Acknowledgements on social media including when the acts are mentioned
- Inclusion on the Show website:
  - Main Ring page to become '(Sponsors Name) Main Ring'
  - Logo on the Main Ring page
  - Logo on the Show website
- Logo on the Show map in the location of the Main Ring
- Acknowledgements on the Main Ring timetable
- Logo and name in the printed Show Guide
- Name when mentioning the Main Ring
- Logo on Sponsors Acknowledgements located around the Show
- PA announcements in the Main Ring
- 4 x 6m banners to go up on the inside of the Main Ring and 4 to go on the outside of the Main Ring (Sponsor to provide)
- The Sponsor is welcome to provide further branding around the ring upon agreement with the Show Office.
- Banner opportunities elsewhere within the Show
- Ticket allocation

PRE SHOW

SHOW DAYS

**SOLD FOR 2021**

## TURNPIKE RING

£700 +VAT

The Turnpike Ring is located within the Countryside Area of the Show. The popular ring showcases a range of rural displays including birds of prey and ferret racing.

The benefits are similar to the Main Ring, just slightly scaled down. However, the brand awareness that will be achieved both pre and during the Show is still very high. Enquire to receive the full package.

## HEAVY HORSE VILLAGE SPONSOR

£800 +VAT

The Heavy Horses will have their own designated area situated within the heart of the Show. The Displays Ring will house a number of exciting demonstrations throughout the day from these magnificent giants.

The benefits included with this ring are as follows:

- The Displays Ring to become '(Sponsors Name) Heavy Horse Displays Ring'
- Acknowledgements on social media
- Inclusion on the Show website:
  - Displays Ring page
  - Logo on the Show website
- Logo on the Show map in the location of the Displays Ring
- Acknowledgements on the Displays Ring timetable
- Logo and name in the printed Show Guide including on the Displays timetable
- Logo on Sponsors Acknowledgements located around the Show
- PA announcements in the Displays Ring
- 4 x 3m banners to go up on the inside of the Ring and 2 on the outside of the Ring (Sponsor to provide)
- Banner opportunities elsewhere within the Show
- Ticket allocation

PRE SHOW

SHOW DAYS

**SOLD FOR 2021**

## COURTESY BUGGY SERVICE SPONSOR

£450 +VAT

The Gillingham & Shaftesbury Show is proud to offer a premium service to its less mobile visitors with our buggy team that will transport visitors to and from car parks.

The benefits of sponsoring are as follows:

PRE SHOW

- Mention on the relevant pages of the Show website as the Sponsor of the buggy service
- Acknowledgement on social media
- Name to appear on the information sent to members prior to the Show stating the service offered
- Logo acknowledgement in an E-Newsletter and printed newsletter posted to members

SHOW DAYS

- A sign with the Sponsors logo stating 'courtesy buggy service' fixed to the front and rear of each buggy
- The Sponsor is welcome to apply flags to the buggies.
- 1 x 3m banner to go in each car park. 1 x 3m banner to go at each entrance.
- 1 x 3m banner to go in the Main Ring & 1 x 3m banner to go in the Heavy Horse Displays Ring
- Logo on the Sponsors acknowledgements in the Members' Area and around the Show
- Mention in the Show Guide

## HEADLINE SHEEP SPONSOR

£600 +VAT

The package offers you brand awareness to livestock exhibitors and farmers while also reaching the general Show visitors on Show days and in advance.

The benefits included with this are as follows:

PRE SHOW

- Sponsors logo on the front cover of the Livestock Schedule & acknowledgement within
- Advert within the Schedule
- Sponsor can provide a leaflet to go in the Livestock Schedule and Livestock Catalogue
- Logo and acknowledgement on the relevant livestock classes
- Logo on the websites logo
- Acknowledgement on social media
- Social media posts

SHOW DAYS

- Sponsor logo on the Show Guide
- Advert in the Show Guide
- Banner advertising space throughout the Sheep Section. Further branding, eg. feather flags are permitted
- Signs around the Sheep section featuring the Sponsors logo as Headline Sponsor
- PA Announcements through the Show within the Sheep Section
- Acknowledgement on the Show timetables as the Headline Sheep Sponsor
- Logo to feature on Sponsors acknowledgements located around the Show
- Sponsor of a Sheep Class providing additional benefits
- Ticket allocation

**SOLD FOR 2021**

Don't miss  
**ALSO AVAILABLE:**

Headline Cattle Sponsor	£700.00 +VAT	<b>SOLD</b>
Headline Equine Sponsor	£700.00 +VAT	<b>SOLD</b>
Showjumping Sponsor	£500.00 +VAT	
Show Guide Sponsor	£300.00 +VAT	
Social Media Sponsor	£500.00 +VAT	
Car Park Sponsor (naming rights)	£500.00 +VAT (per car park)	
Poultry Tent Sponsor	£450.00 +VAT	

## MEMBERS' AREA

£1,200 +VAT

The Members' Pavilion is home to just under a thousand members, patrons, stewards and sponsors on Show day. The Members' Area includes a restaurant, bar, lawn, smart toilets along with offering a Patrons' Car Park and Members' Forward Area parking.

The benefits of Sponsoring the Members' Pavilion include:

- Members Area to become 'Members' Area Sponsored by (Sponsors Name)'
- Logo and acknowledgements on the Members page of the website
- Logo on the websites logo carousel
- Logo on Members booking forms.
- Logo on the front cover of the printed Newsletter posted to Members
- Acknowledgement on social media and any other relevant letters
- Sponsor can provide branded pop ups in the location of the Members' Area
- Logo and acknowledgement in the Show Guide
- PA announcements in the Main Ring

**SOLD FOR 2021**

## FOOD & DRINK AREA

£700 +VAT

The place to find delicious food! The new Food & Drink Area will feature a range of local producers offering products to take home and street food to eat onsite. The stands will surround two Tipi picnic areas offering a food festival feel within the Show.

The benefits of sponsoring the Food & Drink Area include:

- Food & Drink Area to become 'Food & Drink Area Sponsored by (Sponsors Name)'
- Logo and acknowledgements on the Food & Drink Area page of the website
- Logo on the websites logo carousel
- Logo included in an E-Newsletter and any other relevant letters
- Acknowledgement on social media and any other relevant letters
- Sponsor can provide branded pop ups in the location of the Food & Drink Area to promote business
- Logo and acknowledgement within the Show Guide
- Trade Stand listings within the Show Guide to feature 'Food & Drink Area sponsored by (Sponsors' Name)'
- PA announcements in the Main Ring

**SOLD FOR 2021**

### Don't miss ALSO AVAILABLE:

Countryside Area	£600.00 +VAT	Car Passes	£500.00 +VAT
Wessex Square Stands	£350.00 +VAT <b>SOLD FOR 2021</b>	E-Tickets (everyone on site requires one)	£700.00 +VAT
Water Refill Points	£650.00 +VAT <b>SOLD FOR 2021</b>	Avenue Signs	£700.00 +VAT <b>SOLD FOR 2021</b>
Show Visitors Map	£400.00 +VAT		

Be the Star of the 2021 Gillingham & Shaftesbury Show! ★

This is the largest sponsorship package the Gillingham & Shaftesbury Show offers, giving the highest brand awareness to an individual business pre, during and post Show. The reach we can achieve for our Headline Sponsor is within the tens of thousands through our many channels of communications and advertising.

### The benefits offered with this outstanding package are as follows:

- Sponsor to be known as the 'Headline Show Sponsor'
- Sponsors' logo to feature on the following pre Show promotional material:
  - Show leaflet
  - Show posters
  - On the promotional roadside boards distributed across the region
  - Trading Opportunities Brochure
  - To feature within all E-Newsletters as the Headline Sponsor
  - Cover of the printed Newsletter posted to Members
  - Cover of the Competitions Schedule
  - Adverts
- Adverts in the following locations:
  - On the Show Ticket - distributed to all those onsite to comply with strict capacity planning
  - Within the printed Show Newsletter
  - Advert/wording in an E-Newsletter
  - Within the Show Schedule
- Online:
  - Logo to feature on the footer of the Show website
  - Logo on the logo carousel
  - Acknowledgements on social media including tags in relevant posts such as countdowns, ticket giveaways and general posts. A social media plan to be created.
- Additional pre Show opportunities:
  - Sponsor can provide a leaflet to go in all pre event Ticket & Passes packs
  - Inclusion in pre event press releases
- 12m x 12m outside trade stand in a desirable location
- Banner advertising spaces across the Showground including as follows:
  - 4 x 6m banners within the Main Ring
  - 2 x 3m banners per Livestock Ring
  - 2 x 3m banners in the Turnpike Ring
  - 2 x 3m banners in the Heavy Horse Displays Ring
  - 4 x 3m banners to go elsewhere within the Show
- Banner to go on the large permanent showground banner rail over the Show Days
- Sponsor can provide flags and other branding to go at each entrance into the Show
- 'Headline Show Sponsor' to feature on the Sponsors' logo boards positioned around the Show
- PA announcements across the Show, commentary notes to be provided by the Sponsor
- Sponsors logo to feature on Show timetables positioned on directional signs
- Headline Sponsor to sponsor a Cattle, Sheep and Horse class providing further brand awareness
- Headline Sponsor to sponsor a Main Ring Attraction providing further brand awareness
- Headline Sponsor to sponsor a Turnpike Ring Attraction providing further brand awareness
- Ticket allocation

PRE SHOW

SHOW DAYS



## Don't miss MAJOR SHOW SPONSOR

We also offer a £5,000 Major Show Sponsors Package. This package still comes with a huge range of brand awareness benefits along with tickets and hospitality. Please enquire to discuss further.



## SPONSORSHIP OPPORTUNITIES

Here at the Gillingham & Shaftesbury Show we can offer you a sponsorship package to suit your requirements. The benefits include ticket allocation, hospitality and great brand exposure pre, during and post Show through advertising and placing your logo on Show materials. We can create you a bespoke package or tailor any of our existing packages to suit your requirements and budget.

Below are our Bronze, Silver and Gold package options.

### Bronze

£150 +VAT

- Sponsorship of a Cattle, Sheep, Equine or Horticulture Class
- Acknowledgement in the relevant Schedule and Show Guide
- PA announcements during judging
- Acknowledgement on the relevant page of the Show website
- 1 x 3m banner to go within the Show
- 2 x Show tickets for one day
- 2 x Sponsors badges granting access into the Members' Area

### Silver

£250 - £350 +VAT

- Sponsorship of a Cattle, Sheep, Equine or Horticulture Class
- Acknowledgement in the relevant Schedule and Show Guide
- Logo in the Show Guide
- Logo on the Show website including Sponsors Page and Competitions
- PA announcements during judging
- 1 x 3m banner to go within the Show
- Logo on Sponsors acknowledgements located around the Show
- 4 x Show tickets for one day
- 4 x Sponsors badges granting access into the Members Area'
- 2 x Forward area parking

### Gold

£450 - £550 +VAT

- Sponsorship of a Cattle, Sheep, Equine, Horticulture Class or **Showjumping Class**
- Presentation of an Award - if Showjumping in the Main Ring
- Acknowledgement in the relevant Schedule and Show Guide
- Logo in the Show Guide
- Logo on the Show Website including Sponsors Page, Competitions and the logo carousel
- Logo on Sponsors acknowledgements located around the Show and in the Members Pavilion
- Acknowledgement on Social Media
- Logo in an E-Newsletter and the printed Newsletter posted to Members
- PA Announcements during Judging
- 2 x 3m Banner to go within the Show
- Logo on Sponsors acknowledgements located around the Show
- 7 x Show tickets for one day
- 7 x Sponsors badges granting access into the Members' Area
- 3 x Forward area parking

### Contact us

**Thank you for reading what we can offer you here at the 2021 Gillingham & Shaftesbury Show**

To discuss any of our packages or to request a tailored package please contact us, we very much hope to have the opportunity to work with you this summer.

**James Cox**

**Tel.** 01747 823955

**E-mail.** james@gillinghamandshaftesburyshow.co.uk

Show Office, Turnpike Showground, Motcombe, Shaftesbury, Dorset, SP7 9PL  
www.gillinghamandshaftesburyshow.co.uk





# GILLINGHAM & SHAFTESBURY SHOW

18 & 19 AUG 21



**THE SHOW WHERE  
BUSINESS GETS DONE!**



## G&S Agri Soc

# STUDENT SUPPORT FUND

In August 2020 the Gillingham & Shaftesbury Agricultural Society, organisers of the Gillingham & Shaftesbury Show, established the Student Support Fund with the aim to support students entering into agricultural, horticultural and countryside courses.

The fund will encourage and support the very best talent that is training for, and entering into careers in agriculture and related land-based industries. The Society will offer help with costs towards college or university course fees, books and equipment or even to help meet the significant transport costs of accessing their place of study. We know that there is a real and pressing need to help our students, apprentices and trainees at this time.

To assist us we need your help to truly make a difference to someone's education and future prospects. The Society has carried out a range of fundraising activities the biggest being our Immediate Past President cycling from Lands End to John O Groats.

Whether you can donate £2 or £200 to the Student Support Fund, we would appreciate your generosity in achieving our ambitions of helping the students of tomorrow across Dorset, Wiltshire & Somerset achieve their goals.

### What can we offer business supports?

- Logo on the Support Fund page of the Shows website
- Acknowledgement and/or logo on the Support Fund Application Form
- Acknowledgement within the Show Guide
- Logo within the Show Guide
- Acknowledgement during presentation of awards
- Logo to feature on a logo board during presentations
- Cheque presentation at the Gillingham & Shaftesbury Show/ photo opportunity

Sponsoring or trading at the 2021 Gillingham & Shaftesbury Show? Please donate to the Fund alongside and we can increase your exposure at the Show. We welcome the opportunity to create joint Show and Support Fund packages.

**Thank you** for taking the time to change the prospects of the countryside professionals of tomorrow.

#### Contact:

James Cox

Tel. 01747 823955

E-mail. [james@gillinghamandshaftesburyshow.co.uk](mailto:james@gillinghamandshaftesburyshow.co.uk)

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