



**GILLINGHAM &
SHAFTESBURY
SHOW** 14 & 15 AUGUST 2024



**SPRING
COUNTRYSIDE
SHOW** 20 & 21 APRIL 2024

**SPONSORSHIP OPPORTUNITIES
2024**

Welcome

Held in Motcombe, near the tri-point of Dorset, Somerset and Wiltshire, the Gillingham and Shaftesbury Agricultural Society proudly hosts two shows a year promoting agriculture and rural life.

Our Spring Countryside Show is aimed at promoting traditional arts, crafts and rural skills; upholding local tradition whilst welcoming back the sun and celebrating the arrival of new life. The first event in the calendar for 2024, the spring show held on the 20th and 21st April, will showcase demonstrations and attractions over a jam-packed weekend for the whole family. New for 2024, we will be hosting some of the most knowledgeable gardeners in the country to hold talks and demonstrations on their specialist subjects.

The 2022 Spring Countryside show saw 11,000 visitors, reached 158,363 people on social media the week of the show and generated 36,507 views on our website. Our announcement that the spring show would be back in 2023 reached 214,546 people on Facebook and over 2000 people liked, commented or shared it. Our post announcing timetables the week of the event reached 77,262 people.

Held on 14th and 15th August, our Gillingham & Shaftesbury Show is the showcase for the best of local farming, with modern and heritage machinery on display and the popular Grand Parade delighting the public in the Main Ring. 2024 will bring new attractions both in the Main and Turnpike rings.

2023's Gillingham & Shaftesbury Show saw 23,000 visitors over 2 days, over 1000 horticultural entries, 301 cattle entries, 700 sheep entries and over 400 trade stands on site, including 75 Agricultural businesses. Between 1st June and show day the society reached 533,191 people on Facebook, and 393,256 in the two weeks preceding the show alone.

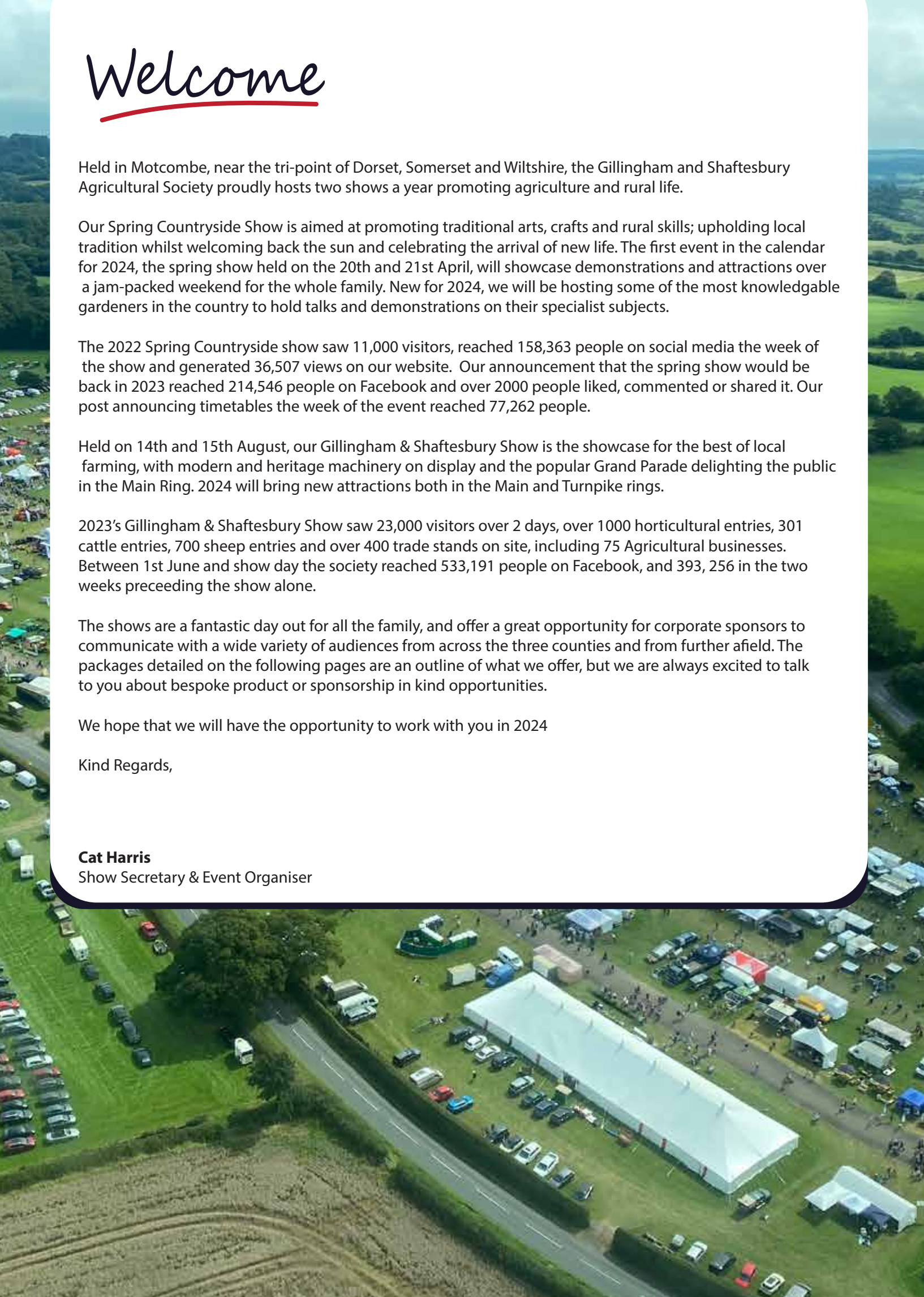
The shows are a fantastic day out for all the family, and offer a great opportunity for corporate sponsors to communicate with a wide variety of audiences from across the three counties and from further afield. The packages detailed on the following pages are an outline of what we offer, but we are always excited to talk to you about bespoke product or sponsorship in kind opportunities.

We hope that we will have the opportunity to work with you in 2024

Kind Regards,

Cat Harris

Show Secretary & Event Organiser



WHAT CAN WE OFFER YOU?

- Social Media Acknowledgements
- Attraction, Ring or Area naming rights
- Banner and Sign Advertising
- Airtime on show commentary system
- Advertising Opportunities including: Show Guides and Ticket
- Prime Trade Stand Position
- Acknowledgement on the Show Website
- Logo inclusion on Show Materials including: Schedules & Show Guide, Clothing, Leaflets Area Banners, Social Media Posts, Timetable, Show Visitors Map, Car Passes
- Sponsors Acknowledgements
- Show Tickets
- Supporting British Agriculture and the local community by Sponsoring a Competitive Class

MORE STATS...

Gillingham & Shaftesbury Show Online Ticket Sales 2023

Average distance travelled: 58 Miles

Furthest Distance travelled: 392 Miles

Our post 10 days before the show reached 162, 714 and had 271, 912 impressions on Facebook

Our pre show guide, in partnership with the BV Magazine Online, had 15, 277 page views between 14th & 18th August

Spring Countryside Show Online Ticket Sales 2023

Average distance travelled: 35 Miles

Furthest Distance travelled: 401 Miles

For 2024, the Spring Countryside Show will be getting it's very own pre show guide!

Get your brand noticed!

GILLINGHAM & SHAFTESBURY SHOW



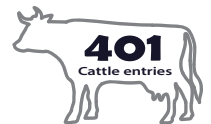
24,000+
Visitors



1,040
Horticulture & Homecraft Entries



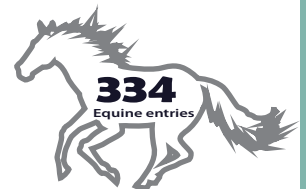
681
Sheep entries



401
Cattle entries



Agricultural Machinery Stands
467
Trade Stands
Including:
75 Agricultural Businesses



334
Equine entries

533, 191

People reached on social media between June & August in 2023

SPRING COUNTRYSIDE SHOW

421, 808

People reached on social media between Feb and April in 2023



11,000+
Visitors

196 Trade Stands

215K Reach on most successful social media post



SPRING COUNTRYSIDE SHOW SPONSORSHIP

BRONZE SPONSOR

£200 +VAT

PRE SHOW

- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- One dedicated post on all Spring Countryside Show social media announcing sponsorship
- Additional social media posts, pre and post show

SHOW DAY

- Trade stand in a prominent location
- Company Logo on Sponsors Board
- One banner (to be provided by sponsor), will be placed within the show ground
- 1/4 Page advert in the Show Guide
- Four weekend tickets
- Two show programmes

Don't miss OTHER OPPORTUNITIES

Food & Drink Area - £350.00 +VAT
Shopping Marquee - £300.00 +VAT
Music Tent - £500.00 +VAT
Rural Life Ring - £1200.00 +VAT
Tractor & Trailer Rides - £300.00 +VAT

Show Entrance Sponsor - £400.00 +VAT
Car Parking Sponsor - £400.00 + VAT
Water Point Sponsor - £300.00 + VAT
Garden Shed Sponsor - £600 + VAT
Attractions Sponsor - £450.00 + VAT



SILVER SPONSOR

£450 +VAT

PRE SHOW

- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- Two dedicated posts on Spring Countryside Show social media
- Additional social media posts, pre and post show

SHOW DAY

- Trade stand in a prominent location
- 3m (Frontage) x 3m (Depth) of outside trade space (or equivalent value)
- Company Logo on Sponsors Board
- Two banners (to be provided by sponsor), will be placed within the show ground
- 1/2 Page advert in the Show Guide
- Six weekend tickets
- Three show programmes

SPONSORSHIP IN KIND

All opportunities outlined in this document are open to discussion. We're keen to talk to you about how we can best support promoting your brand at our events.

We're also always happy to talk about the options available regarding sponsorship in kind and create a package that is bespoke to your business. Please get in touch with Cat Harris by emailing office@gillinghamandshaftesburyshow.co.uk

GOLD SPONSOR

£900 +VAT

PRE SHOW

- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- Editorial space to be given on the show website, with link through to sponsors website
- Three dedicated posts on all Spring Countryside Show social media channels
- Additional social media posts, pre and post show

SHOW DAY

- Trade stand in a premium location)
- 6m (Frontage) x 3m (Depth) of outside trade space (or equivalent value)
- Company Logo on Sponsors Board
- Three banners (to be provided by sponsor), will be placed within the show ground
- Air time on the show ground commentary system
- Full Page advert in the Show Guide
- Ten weekend tickets
- Forward parking for 5 vehicles

PLATINUM SPONSOR

£1300 +VAT

PRE SHOW

- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- Editorial space to be given in the show guide and also on the show website, with link through to sponsors website
- A5 Company flyer (to be provided by sponsor) to be sent out with members pack for Gillingham & Shaftesbury show (June 2024)
- Three dedicated posts on Spring Countryside Show social media channels
- Additional social media posts, pre and post show

SHOW DAY

- Trade stand in a premium location
- 12m (Frontage) x 6m (Depth) of outside trade space (or equivalent value)
- Company Logo on Sponsors Board
- Multiple banners (to be provided by sponsor), will be placed within the show ground
- Air time on the show ground commentary system
- Full Page advert in the Guide (inside cover)
- Twenty weekend tickets
- Forward parking for 10 vehicles



Contact us

**Thank you for reading what we can offer you
here at the 2024 Spring Countryside 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 spring.

Cat Harris

Tel. 01747 823955

E-mail. office@gillinghamandshaftesburyshow.co.uk

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



HEADLINE SPONSOR

£4,000 +VAT

PRE SHOW

- Logo to feature on all pre-Show promotional material; show leaflets, posters and show tickets, promotional roadside boards distributed around the region
- Logo to feature on show ticket, in show guide
- Logo to feature on show website
- Acknowledgements on social media including tags in all relevant posts such as countdowns, ticket giveaways and posts about Spring Countryside Show 2024
- Dedicated posts on social media announcing as Headline Sponsor
- Inclusion in pre-show press releases
- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- Editorial space to be given in the show guide and also on the show website, with link through to sponsors website
- A5 Company flyer (to be provided by sponsor) to be sent out with members pack for Gillingham & Shaftesbury show (June 2024)
- The use of our logo on all promotional material you like 'Proud to support Spring Countryside Show as Headline Sponsor'

SHOW DAY

- Logo to be included on 'Welcome' signage at Show entrance
 - Sponsor can provide feather flags to go at show entrance
 - Trade stand in a premium location
 - 12m (Frontage) x 12m (Depth) of outside trade space (or equivalent value)
 - Thirty weekend tickets
 - Forward parking for 15 vehicles
 - Company Logo on Sponsors Board
 - Multiple banners (to be provided by sponsor), will be placed within the show ground
 - Air time on the show ground commentary system
 - Double page spread in the Show Guide
-
- The opportunity to use the banner advertising space on the showground for 2 weeks after the show (banner to be provided by sponsor)





GILLINGHAM & SHAFTESBURY AGRICULTURAL SOCIETY 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.

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.

'I have used the funds recieved from the Student Support Fund to help towards the costs of weekly lessons with a private tutor. The tutor has helped me with my college coursework over the past 2 years of studying agriculture at Kingston Maurward College. I gained a merit in my Level 1 and this year I passed my Level 2. There is no way I could have done that without the extra support the tutor has given me but obvously these lessons are expensive and the funding I recieved has been a massive help. Thank you to Gillingham & Shaftesbury for creating this great fund.'

-Bertie

What can we offer businesses?

- Logo on the Support Fund page of the Shows website
- Acknowledgement and/or logo on the Support Fund Application Form
- Acknowledgement and 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 either of our shows in 2024?

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:

Cat Harris

Event Organiser & Company Secretary

Tel. 01747 823955

E-mail. office@gillinghamandshaftesburyshow.co.uk

Show Office, Turnpike Showground, Motcombe, Shaftesbury

Dorset, SP7 9PL

www.gillinghamandshaftesburyshow.co.uk



GILLINGHAM & SHAFTESBURY SHOW 2024 SPONSORSHIP

HEADLINE SHOW SPONSOR

£10,000 +VAT

These are the largest sponsorship packages the Gillingham & Shaftesbury Show offer, giving the highest brand awareness to an individual business pre, during and post Show.

PRE SHOW

- Sponsor to be referred to as the "Headline Sponsor"
- Logo to feature on all pre-Show promotional material; show leaflets, posters and show tickets, promotional roadside boards distributed around the region
- Logo to feature on show ticket, in show guide and competition schedules
- Logo to feature on show website
- Acknowledgements on social media including tags in all relevant posts such as countdowns, ticket giveaways and posts about Gillingham & Shaftesbury Show 2024
- Dedicated posts on social media announcing as Headline Sponsor
- Inclusion in pre-show press releases
- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- Editorial space to be given in the show guide and also on the show website, with link through to sponsors website
- A5 Company flyer (to be provided by sponsor) to be sent out with members pack for Gillingham & Shaftesbury show (June 2024)
- A5 Company flyer (to be provided by sponsor) to be sent out with traders & exhibitors pack for Gillingham & Shaftesbury show (July 2024)

SHOW DAYS

- Logo to be included on 'Welcome' signage at Show entrance
- Sponsor can provide feather flags to go at show entrance
- Headline Sponsor to feature on the 'What's On Where' boards positioned around the Show.
- Headline Sponsor to sponsor a class of their choice and present an award.
- Trade stand in a premium location
- 12m (Frontage) x 12m (Depth) of outside trade space (or equivalent value)
- 30 x Sponsors Badges allowing access to the show ground and the Member's area
- Fifteen show programmes
- Forward Parking for 15 vehicles
- Company Logo on Sponsors Board
- Multiple banners (to be provided by sponsor), will be placed
 - within the show ground
- Air time on the show ground commentary system
- Full Page advert in the A5 Show Programme (back cover)
- The opportunity to use the banner advertising space on the showground for 4 weeks after the show (banner to be provided by sponsor)

The headline sponsor is the largest the Show offers.

It is noted, other Sponsors will continue to be sort after and other brand logos will appear on covers of other documentation for example Headline Sheep sponsor will appear on sheep schedule.



MAIN RING SPONSOR

£3500 +VAT

The Main Ring to become “(Sponsors Name) Main Ring”

PRE SHOW

Signage around item to read “Sponsors Name’ Main Ring” - this will be used any time this item is mentioned on PA or on social media or print
Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
Editorial space to be given in the show guide and also on the show website, with link through to sponsors website
A5 Company flyer (to be provided by sponsor) to be sent out with members pack for Gillingham & Shaftesbury show (June 2024)
A5 Company flyer (to be provided by sponsor) to be sent out with traders & exhibitors pack for Gillingham & Shaftesbury show (July 2024)
Three dedicated posts on all society social media
Additional social media posts, pre and post show

SHOW DAY

The Main Ring to become “(Sponsors Name) Main Ring”
Trade stand in a premium location
12m (Frontage) x 6m (Depth) of outside trade space (or equivalent value)
Company Logo on Sponsors Board
Multiple banners (to be provided by sponsor), will be placed within the show ground
Air time on the show ground commentary system
Full Page advert in the A5 Show Programme (inside cover)
16 x Sponsors Badges allowing access to the show ground and the Members’ area
Eight show programmes
Forward Parking for 8 vehicles

PLATINUM SPONSOR

£1500 +VAT

**Your chance to have your name associated with one of the following:
Turnpike Ring, Members Area, Headline sponsor for Cattle, Sheep, Equine or Horticulture**

PRE SHOW

Signage around item to read “Sponsors Name’ Item” for example
“Sponsors Name Grand Parade” - this will be used any time this item is mentioned on PA or on social media or print
Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
Editorial space to be given in the show guide and also on the show website, with link through to sponsors website
A5 Company flyer (to be provided by sponsor) to be sent out with members pack for Gillingham & Shaftesbury show (June 2024)
Three dedicated posts on all society social media
Additional social media posts, pre and post show

SHOW DAY

Physical banner outside tent or area to be named “Sponsors Name’ item”
Trade stand in a premium location
12m (Frontage) x 6m (Depth) of outside trade space (or equivalent value)
Company Logo on Sponsors Board
Multiple banners (to be provided by sponsor), will be placed within the show ground
Air time on the show ground commentary system
Full Page advert in the A5 Show Programme
12 x Sponsors Badges allowing access to the show ground and the Members’ area
Six show programmes
Forward Parking for 6 vehicles

DIAMOND SPONSOR

£1000 +VAT

PRE SHOW

Your chance to have your name associated with one of the following:
Grand Parade, Food & Drink areas, Wessex Pavilion

Signage around item to read "Sponsors Name' Item" for example "Sponsors Name Grand Parade" - this will be used any time this item is mentioned on PA or on social media or print
Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
Editorial space to be given in the show guide and also on the show website, with link through to sponsors website
Two dedicated posts on all society social media
Additional social media posts, pre and post show

SHOW DAY

Physical banner outside tent or area to be named "Sponsors Name' item"
Trade stand in a premium location
6m (Frontage) x 3m (Depth) of outside trade space
Company Logo on Sponsors Board
Three banners (to be provided by sponsor), will be placed within the show ground
Air time on the show ground commentary system
Full Page advert in the A5 Show Programme
8 x Sponsors Badges allowing access to the show ground and the Members' area
Four show programmes
Forward Parking for 4 vehicles

GOLD SPONSOR

£700 +VAT

PRE SHOW

Your chance to have your name associated with one of the following:
The Food, Fun and Farming Tent, Steam Section, Heavy Horse Village, Water Refill points

Signage around item to read "Sponsors Name' Item" for example "Sponsors Name Heavy Horse Village" - this will be used any time this item is mentioned on PA or on social media or print
Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
One dedicated post on all society social media
Additional social media posts, pre and post show

SHOW DAY

Physical banner outside tent or area to be named "Sponsors Name' item"
Trade stand in a prominent location
3m (Frontage) x 3m (Depth) of outside trade space (or equivalent value)
Company Logo on Sponsors Board around show ground
Two banners (to be provided by sponsor), will be placed within the show ground
Air time on the show ground commentary system
1/2 Page advert in the A5 Show Programme
6 x Sponsors Badges allowing access to the show ground and the Members' area
Three show programmes
Forward Parking for 3 vehicles

Don't miss

Want to Sponsor a Main Ring Act?

For £450 +VAT you can have all the benefits of a Silver Package as well as your brand tied to an event at the centre of Gillingham & Shaftesbury show. You'll also get a dedicated post on our social media announcing your sponsorship of the Main Ring Act.



SILVER SPONSOR

£300 +VAT

PRE SHOW

- Trade stand in a prominent location
- Company Logo on Sponsors Board around show ground
- One banner (to be provided by sponsor), will be placed within the show ground
- 1/4 Page advert in the A5 Show Programme
- 4 x Sponsors Badges allowing access to the show ground and the Members' area
- Two show programmes

SHOW DAY

- Sponsor of a Cattle, Sheep, Equine or Horticultural Class
- Acknowledgement in relevant schedule and show guide or catalogue
- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- To be tagged and mentioned in an 'Thank you to our sponsors post' both Pre & Post show

Upgrade!

Upgrade the Silver Package by £150 +VAT to swap a livestock class for a Main Act Ring. You'll also get a dedicated post on our social media announcing your sponsorship of the Main Ring act!

BRONZE SPONSOR

£150 +VAT

PRE SHOW

- Acknowledgment in the relevant page of the show website
- One Banner (to be provided by the sponsor) to go within the show ground
- 2 x Sponsors Badges allowing access to the show ground and the Members' area
- One show programme

SHOW DAY

- Sponsorship of a Cattle, Sheep, Equine or Horticultural Class
- Acknowledgment in the relevant Schedule and Show Guide or Catalogue
- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website

Contact us

Thank you for reading what we can offer you here at the 2024 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.

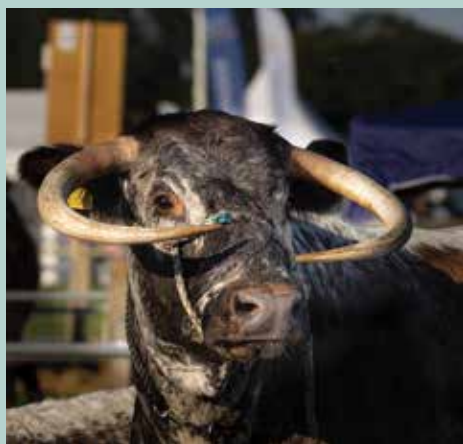
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