



**GILLINGHAM &
SHAFTESBURY
SHOW**

19 & 20 AUGUST 2026
SPONSORSHIP OPPORTUNITIES

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About us

Located in Motcombe, near the tri-point of Dorset, Somerset and Wiltshire, the Gillingham and Shaftesbury Agricultural Society proudly promotes agriculture and rural life.

Held on 19th and 20th August 2026, Gillingham & Shaftesbury Agricultural 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. It's vitally important to the team here that we educate the public around farming and food production; and showcase agriculture at it's best.

The show is a fantastic day out for all the family, and offers a great opportunity for corporate sponsors to communicate with a wide variety of audiences from across the three counties and 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.

Connect with our community, celebrate rural life.
We hope that we will have the opportunity to work with you in 2026.

Did you know?

The Association of Show & Agricultural Organisations estimates that about 10% of the population visit agricultural shows every year.



GILLINGHAM & SHAFTESBURY AGRICULTURAL SOCIETY STUDENT SUPPORT FUND



The Student Support Fund was set up 5 years ago with the aim of supporting students entering into agricultural, horticultural and countryside courses.

The fund encourages and supports the very best talent that is training for, and entering into careers in agriculture and related land-based industries. The Society offers 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.

In 2024 the Gillingham & Shaftesbury Agricultural Society awarded fifteen young people vital grants to help them pursue their ambitions to work in agriculture, animal welfare and conservation.



What can we offer businesses?

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

Sponsoring our show in 2026?

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.



Visitor Profile


21,000+ VISITORS

AVERAGE DISTANCE TRAVELLED
67 MILES


1,011 MEMBERS

Digital Presence

868.7K REACH
2.9M VIEWS
IN 2025



14,189
E-NEWSLETTER
SUBSCRIBERS

46.1K REACH
225.8K VIEWS
IN 2025



Media Coverage

The Guardian

Western Daily Press

BBC RADIO SOLENT

THE TIMES



The Telegraph

Show in Numbers

630
sheep entries

cattle entries
260

362
trade stands
including **76**
agricultural businesses

250
equine entries

1,189
Horticultural,
Homecraft &
Handicraft entries

SPONSORSHIP IN KIND

We're very grateful to businesses that are interested in assisting the show or the showground with sponsorship in kind opportunities. Gillingham & Shaftesbury Agricultural Society is committed to continually improving our home at Turnpike Showground, with planned investment into tracks, hard standing, renewed toilet facilities and a dream of community and corporate facilities. If your business is interested in supporting our work to develop the showground we can offer tailored sponsors packages.

We are also grateful to those sponsors who are interested in donating plant or equipment around the time of the show and can offer bespoke sponsorship packages in return for use of these items both pre and post show. Please contact us to discuss these opportunities further.

ADVERTISE IN OUR PRE-SHOW MAG

No. of unique reads: 13,062

Number of clicks on embedded links: 204

Number of downloads: 690

In collaboration with The BV, we publish a pre-show teaser.

Join us and position your brand at the heart of North Dorset's biggest event. Our pre-show digital magazine offers exclusive exposure to a highly engaged audience of ticket holders, traders and partners, both online and on the ground. With prominent advertising spaces and seamless integration into sponsorship packages, you'll gain visibility, drive engagement and build lasting connections. Your brand's presence will benefit from the targeted content, interactive features and potentially strategic QR-based promotions within the event.

1/2 page advert: £70 + VAT
Full page advert: £125 + VAT



Sponsorship Benefits

Examples of what is included in each package...	COPPER	BRONZE	SILVER	GOLD	DIAMOND	PLATINUM	MAIN RING	MAJOR	HEADLINE
Sponsorship of a Cattle, Sheep or Equine Class	✓	✓	✓						
Acknowledgement on website with click through link	✓	✓	✓	✓	✓	✓	✓	✓	✓
Banner to be displayed at the show	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on the sponsors board		✓	✓	✓	✓	✓	✓	✓	✓
Acknowledgement in competition schedule	✓	✓	✓					✓	✓
Trade stand space in a prominent location		✓	✓	✓	✓	✓	✓	✓	✓
Commentator announcements				✓	✓	✓	✓	✓	✓
Advert in the show guide			✓	✓	✓	✓	✓	✓	✓
Dedicated social media posts					1	2	3	4	✓
Logo on show map						✓	✓	✓	✓
Logo on e-tickets & e-newsletters								✓	✓
Banner advertising space on the Showground								✓	✓
Logo on promotional materials								✓	✓
Sponsor's badges allowing access to show & members area	2	4	4	6	8	12	16	20	30

COPPER SPONSOR

£160 +VAT

- Sponsorship of a Cattle, Sheep, Equine Class and acknowledgment in the relevant Schedule and Show Catalogue
- One Banner (to be provided by the sponsor) to go within the show ground
- 2 x Sponsors Badges allowing access to the show and the Members' area
- Inclusion on thank you posts pre and post show
- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website

BRONZE SPONSOR

£325 +VAT

- Sponsorship of a Cattle, Sheep, Equine Class and acknowledgment in the relevant Schedule and Show Catalogue
- One Banner (to be provided by the sponsor) to go within the show ground
- 4 x Sponsors Badges allowing access to the show and the Members' area
- Inclusion on thank you posts pre and post show
- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- Trade stand in a prominent location
- Company Logo on Sponsors Board around the show

SILVER SPONSOR

£500 +VAT

The chance to have you name associated with a section, for example 'Hereford Cattle' or a Turnpike Ring Attraction such as 'Terrier Racing'

- Sponsorship of a Cattle, Sheep, Equine or Horticultural Section and acknowledgment in the relevant Schedule and Show Catalogue
- One Banner (to be provided by the sponsor) to go within the show ground
- 4 x Sponsors Badges allowing access to the show and the Members' area
- Inclusion on thank you posts pre and post show
- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- Trade stand in a prominent location
- Company Logo on Sponsors Board around the show
- 1/4 page advert in the A5 Show Guide or Catalogue



GOLD SPONSOR

£700 +VAT

Your chance to have your name associated with one of the following:

Steam Section, Food & Beverage area, Wessex Pavilion, Water Refill points, Rabbit Marquee, Poultry Marquee, Bandstand, Vintage Tractors, Classic Cars, Music Stage, Milking Demonstrations, Cattle or Sheep Championship

- Signage around item to read "Sponsors Name' Item" for example "Sponsors Name Beef Championship" - to be used any time this item is mentioned on PA or on social media or print
- Two banners (to be provided by sponsor), will be placed within the show
- 6 x sponsor's badges allowing access to the show and the members' area
- Inclusion on thank you posts pre and post show
- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- Trade stand in a prominent location and 3m (Frontage) x 7.5m (Depth) of outside trade space reduced from stand price.
- Company logo on sponsors board around show
- 1/2 Page advert in the A5 show guide
- Air time on the show ground commentary system

DIAMOND SPONSOR

£1000 +VAT

Your chance to have your name associated with one of the following:

Fun, Food & Farming area, Grand Parade, Heavy Horse Village, Sheep Show, Art & Photography Marquee, Horticultural, Home & Handicrafts Marquee, Main Ring Attraction, Festival Field

- Signage around item to read "Sponsors Name' Item" for example "Sponsors Name Grand Parade" - to be used any time this item is mentioned on PA or on social media or print
- Three banners (to be provided by sponsor), will be placed within the show
- 8 x sponsor's badges allowing access to the show and the Mmmbers' area
- Inclusion on thank you posts pre and post show
- One dedicated post on society social media
- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- Trade stand in a prominent location and 6m (Frontage) x 7.5m (Depth) of outside trade space reduced from stand price.
- Company Logo on sponsors board around show
- 1/2 Page advert in the A5 show guide
- Air time on the show ground commentary system



PLATINUM SPONSOR

£1750 +VAT

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

- Signage around item to read "Sponsors Name' Item" for example "Sponsors Name Turnpike Ring" - to be used any time this item is mentioned on PA, social media or print
- Four banners (to be provided by sponsor), will be placed within the show
- 12 x sponsors badges allowing access to the show and the Members' area
- Inclusion on thank you posts pre and post show
- Two dedicated post on society social media
- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- Trade stand in a ringside location and 6m (Frontage) x 7.5m (Depth) of outside trade space reduced from stand price.
- Company logo on sponsors board around show
- Full Page advert in the A5 show guide
- Air time on the show ground commentary system
- A5 Company flyer (to be provided by sponsor) to be sent out with members pack for show (June 2026)

MAIN RING SPONSOR

£3500 +VAT

The Main Ring to become "(Sponsors Name) Main Ring"

- Signage around item to read "Sponsors Name' Item" for example "Sponsors Name Main Ring" - to be used any time this item is mentioned on PA, social media or print
- Four banners (to be provided by sponsor), will be placed within the show
- 16 x sponsors badges allowing access to the show and the Members' area
- Inclusion on thank you posts pre and post show
- Three dedicated post on society social media
- Sponsor to be listed on the sponsors page, with a click through link to the sponsors website
- Trade stand in a ringside location and 9m (Frontage) x 7.5m (Depth) of outside trade space reduced from stand price.
- Company logo on sponsors board around show
- Full Page advert in the A5 Show Guide
- Air time on the show ground commentary system
- A5 Company flyer (to be provided by sponsor) to be sent out with members pack for show (June 2026)
- A5 Company flyer (to be provided by sponsor) to be sent out with trade and exhibitor pack for show (June 2026)
- Logo on show map



MAJOR SHOW SPONSOR

£4750 +VAT

- Signage to be referred to as the 'Major Show Sponsor' - to be used any time this item is mentioned on PA, social media or print
- Multiple banners (to be provided by sponsor), will be placed within the show
- Sponsor can provide feather flags to go at show entrance
- 20 x sponsor's badges allowing access to the show and the members' area
- Inclusion on thank you posts pre and post show
- Four dedicated posts on society social media
- Acknowledgements on social media including tags in relevant posts such as countdowns, ticket giveaways and posts about Gillingham & Shaftesbury Show 2026
- Sponsor logo to feature on the show website
- Logo to feature on show guide and competition schedules
- Trade stand in a ringside location and 9m (Frontage) x 15 m (Depth) of outside trade space reduced from stand price.
- Company Logo to feature on sponsors board around show
- Full Page advert in the A5 show guide
- Air time on the show ground commentary system
- A5 Company Flyer (to be provided by sponsor) to be sent out with member's pack for show (June 2026)
- A5 Company Flyer (to be provided by sponsor) to be sent out with trade and exhibitor pack for show (June 2026)
- Editorial space to be given in the show guide and on the show website
- The opportunity to use the banner advertising space on the showground for 2 weeks after the show (banner to be provided by sponsor)





HEADLINE SHOW SPONSOR

£9000 +VAT

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.

- Signage to be referred to as the 'Headline Sponsor' - to be used any time this item is mentioned on PA, social media or print
- Multiple banners (to be provided by sponsor), will be placed within the show
- Logo to be included on 'Welcome' signage at Show entrance
- Sponsor can provide feather flags to go at show entrance
- 30 x sponsors badges allowing access to the show and the members' area
- Inclusion on thank you posts pre and post show
- Dedicated posts on society social media
- Acknowledgements on social media including tags in all relevant posts such as countdowns, ticket giveaways and posts about Gillingham & Shaftesbury Show 2026
- Sponsor logo to feature on the show website
- 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
- Trade stand in a ringside location and 12m (Frontage) x 15m (Depth) of outside trade space reduced from stand price.
- Company logo to feature on sponsors board around show
- Full Page advert in the A5 show guide
- Air time on the show ground commentary system
- A5 Company Flyer (to be provided by sponsor) to be sent out with members pack for show (June 2026)
- A5 Company Flyer (to be provided by sponsor) to be sent out with trade and exhibitor pack for show (June 2026)
- Inclusion in pre-show press releases
- Editorial space to be given in the show guide and on the show website
- To present a trophy at the Grand Parade both days
- 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 however 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.

**YOUR BRAND EXPOSED TO THE MOST LOYAL
AUDIENCE IN THE WESSEX REGION**

G&S Trading Opens in January



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