



# SPONSORSHIP OPPORTUNITIES 2019

30th, 31st JULY & 1st AUGUST

# PROVISIONAL SHOW MAP 2019



Dating back to 1921, The New Forest & Hampshire County Show is a long established event held in the heart of the beautiful New Forest National Park. Whilst staying loyal to our traditions we have grown to become one of the top ten agricultural Shows in the Country with an average annual attendance of 91,000 visitors over three days.

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### Dates for your Diary:

2019 Show: 30th July, 31st July & 1st August  
 2020 Show: 28th, 29th, 30th July  
 2021 Show: 27th, 28th, 29th July  
 2022 Show: 26th, 27th & 28th July

The New Forest & Hampshire County Show helps raise funds to support the New Forest Agricultural Show Society and other local and national organisations.

The New Forest Agricultural Show Society is a private company limited by guarantee.



## WELCOME

With an average annual attendance of 91,000 people, the Show provides an ideal opportunity for promotion of businesses and organisations, both locally and nationally, through an increase in brand awareness and profile.

We continue to work tirelessly on our marketing strategy to look at new and innovative ways in which we can advance our profile and increase our exposure; you too could be part of this plan.

We have numerous, valuable options for new sponsors and supporters and would welcome the opportunity to work alongside your business to increase engagement with new key audiences and add value and credibility to your brand.

With such a variety of equine, livestock classes and sections available to sponsor we can link your company with areas of the Show which are appropriate to your business and budget.

The Show's impact goes well beyond its 91,000 visitors and sponsorship is both an effective shop window for promoting your organisation or product and a great way to support the local community.

Sponsorship of the New Forest & Hampshire County Show associates your company with one of the biggest agricultural events in the South and demonstrates your support for British Agriculture.

Why not make 2019 the year for your company to work with the New Forest & Hampshire County Show to promote a winning combination.



The New Forest Agricultural Show Society was founded in 1920 and the first New Forest Show was held in 1921 as a small one day local event at Bartley Cross. The Show charged an entrance fee of 2 shillings and 4 pence and earned £464, which included £59 from entry fees, £137 from subscriptions, £26 from hire of stands, £157 from gate receipts, £13 from the sale of vegetables and £6 from the guessing competition! With the judging of cattle, pigs, goats, poultry, rabbits and vegetables preceding parades of cattle, horses and ponies. The day ended with musical displays and dancing.

In the decades that have followed, the Show has grown considerably into the highlight of Hampshire's social calendar and an event in which all those involved are extremely proud. The Show continues to grow from strength to strength and we are assisted in the running of the Show by approximately 500 volunteers who give their time freely to support and promote our event. Without their invaluable assistance the Show would not be the success it is today.

Nowadays The New Forest & Hampshire County Show is an annual three day agricultural Show held at the end of July, attracting around 91,000 visitors over the duration. Show jumping is a major feature with international classes held throughout the three days. A full range of equestrian classes also feature, as well as livestock competitions including, cattle and sheep, plus a poultry section, rabbits, cage birds and honey bees.

The Show is rated amongst the top ten agricultural Shows in the country and the visit of Her Majesty the Queen and His Royal Highness The Duke of Edinburgh in 2012 and Her Royal Highness The Countess of Wessex 2013 and 2016, boosted the profile of the Show to its highest level yet. The Society is now rapidly moving forward with many exciting opportunities and we are sure that this will add an even more powerful and dominant aspect to the New Forest & Hampshire County Show.

Please contact the Show Office on 01590 622400 to discuss ways in which we could help you to impress existing customers, reach potential new ones and get your company seen in 2019

## HISTORY OF THE SHOW





*2019 will be the fifth year that Rathbones Lymington has sponsored the New Forest Show and we are very pleased to be sponsoring the East Ring for a third year. We are a local team who have been visiting the Show for many years with our friends and families. Now it provides a perfect opportunity to meet clients informally as well as making new contacts. We all enjoy the friendly atmosphere and the varied exhibits and stands which showcase the best of the New Forest, Hampshire and Britain.*

Caroline O'Callaghan, Regional Director, Rathbones



## Show Information

The Show is run by a registered charity The New Forest Agricultural Show Society.

Company No: 2646090, Charity No: 1004255

Our Charitable remit is to:-

Promote and encourage the development of agriculture, forestry, equestrianism and horticulture in all their branches and generally to improve and encourage the improvement in the breeding of stock and the achievement of agriculture, forestry, equestrianism and horticulture generally.

- In 2020 The New Forest Agricultural Show will celebrate its 100th anniversary
- The average attendance is 91,000 people
- New Park covers a staggering 230 acres
- There are over 600 tradestands exhibiting at the Show
- Over 500 volunteers work throughout the year to put on the Show
- 2,500 rosettes will be handed out during the Show
- The Society supports around 30 different charities each year

To discuss sponsorship please contact Amanda Kolliari  
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Show visitors from across the UK



The average attendance is 91,000 people



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# SHOW INFORMATION



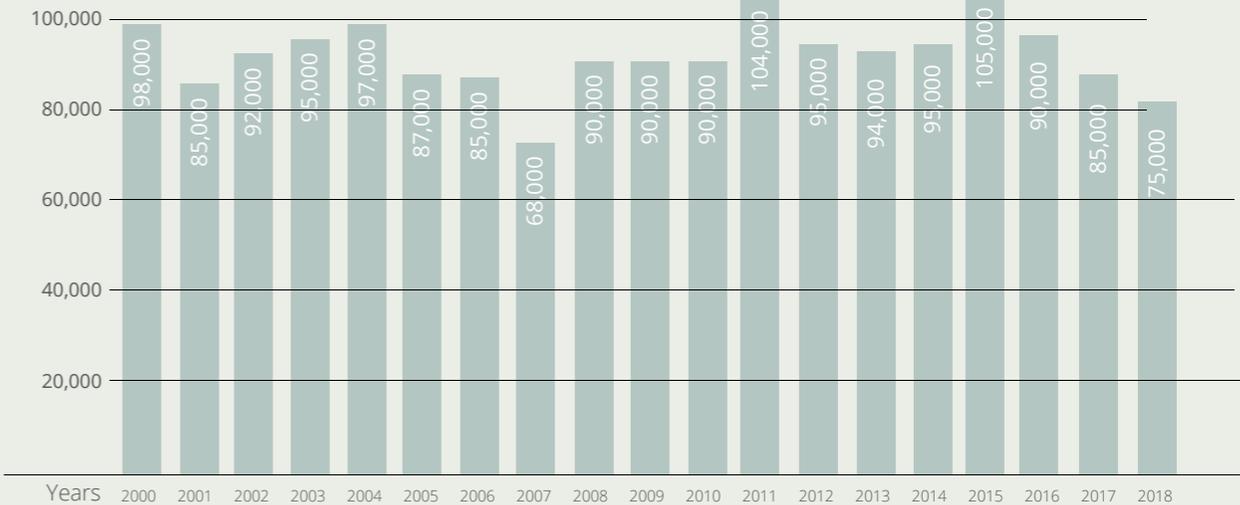
## Visitors

The Show's impact goes well beyond the three days. We work tirelessly on our marketing strategy to look at new and innovative ways to increase our profile and exposure to ensure the Show is at the forefront of people's minds.

We have excellent relations with press and media organisations both locally and more widely and our diverse PR campaign ranges from an extensive social media presence, e-newsletters, magazine and newspaper adverts to radio and television commercials.

We often feature our supporters and stand holders in editorial, e-newsletter articles and social media campaigns so you too could be a part of this.

## Number of visitors



First time visitors to the Show: 73.5%

## NEW FOREST SHOW SPONSORS

### ATTRACTIONS AND DISPLAYS

Art - New Milton Advertiser and Lymington Times

Axemen's - Christchurch Powr Tools

Bake and Cake - Balmer Lawn Hotel

Flower Tent - Durlston Court School

Photography Competition - London Camera Exchange

Grand Parade - The Roman Group

Main Ring Attraction - Shorefield Holidays

Show Garden - Stewarts Gardenlands

### BLACKSMITHS

Cardiff Castle Garrison

Chichester College

Damian Bryant

Kingston Maurwood College

National Blacksmiths Competition Committee

Rob Pearcy - Wildfire Forge

Tools for Self Reliance

Worshipful Company of Blacksmiths

### CATTLE

3D Farming Partnership

Beaulieu Estate

Cedar Farm Practice

Forres Sandle Manor

Genus Breeding Ltd

Hughes Fresh Fruit

Lyburn Farmhouse Cheesemakers

Norris Mrs

N C Harvey Ltd

Pensworth

Southern Counties Auctioneers

Sway Simmentals

Symonds & Sampson

Thesis

### COUNTRYSIDE AREA

Avonside Group Services Ltd

Barkingham Palace Grooming

Bright Seeds

Damerham Fisheries

Macpennys Nursey

Office of the Police and Crime Commissioner

Sherlocks of Chichester

### EDUCATION

Discovery Zone - ExxonMobil

### EQUINE

Applewitch Stud

Beachcomber Café

BHG Marine

Bizzie Clabburn "In memory of Major the Hon and Mrs Peter Baillie"

C Maton Forestry Contractor

Collier and Dobson

Doughty Engineering

Druids Polo

Durlston Court School

Emelda Grace

Environmental Drain Services Ltd

Equilibrium Veterinary Physiotherapy

Equine Canine Ltd

Escape Yachting

Forres Sandle Manor

Freemans Event Partners

Freestyle Signs

Gillings Planning

Gold Horizon Aviation Ltd

Gray Horsebox Manufacturers Ltd

Hughes Fresh Fruit

Humbert Mr and Mrs A D

Jackson Arenas

Jeffries, Mr G



Liphook Equine Hospital  
LPE Co Ltd  
Molly's Den  
Montagu, Lady Belinda  
New Forest Commoners Defence  
Pennyfarthing Homes  
Quilter Cheviot Ltd  
R H Bespoke  
Radford Portable Stabling  
RJP Wealth Planning  
RPS Events  
Shoosmiths  
Temporary Fencing  
Vintage Equine  
Ziegler, Mr William and Sarah

### FAMILY FUN AREA

Happy Hot Tubs



### LOCAL PRODUCE MARKET

Hildon

John Woolley Ltd

New Forest Transition CIC

NFU Mutual

R H Bespoke

Setley Ridge

Vegware

### MEMBERSHIP SERVICES & OTHER

Car Parks - Adams Morey

Marketing & website - Camping In The Forest

Members Enclosure - Quilter Cheviot Ltd

Members Lawn - Hayward Fox

Official Press Partner - New Milton Advertiser and Lymington Times

Pre Show Dinner - Handelsbanken

Public Entrance - Spencers of the New Forest

Rufus Sponsors Pavilion - Gold Horizon Aviation Ltd

### OTHER

Balmer Lawn Honda Group

Banks, Mr Andrew

Bashley Plant Centre

Beaulieu Fine Arts

Camping In The Forest

Collier Dobson

E Williams Landscapes

Emily Hancock

Exton Park

Ferndown Commercials

Global Radio

Hampshire Life

Legacy Way

Mole Valley

Mr Clive Bowring

New Forest Enterprise Centre

New Forest Farm Machinery Ltd

Noah's Ark Farm

NSR Communications

O2 (Redgrove Consultants)

Oak Retirement

Professional S W Design Ltd

SBP Events Ltd/Beauty, Health & Lifestyle

Shallowmead Nurseries

Southampton Harbour Hotel

Splat Plastering

Stanwells

Stewarts Gardenlands

Strutt & Parker

The Royal Oak, Fritham

Winchester Garden Machinery

### RINGS

East Ring - Rathbones Lymington

Livestock Rings - G Farwell Ltd

North Ring - Pennyfarthing Homes

Show Ring - Gray Horsebox

Manufacturers Ltd

West Ring - Ringwood (Marstons)

### SHOWJUMPING

British Showjumping Business Partnership

MTD (UK & Ireland) Ltd

New Milton Sand & Ballast Co

Osborne Refrigerators Ltd

Radford Portable Stabling/RPS Events

Ringwood Brewery

Shorefield Holidays

Westbeams Tree Care

## What our sponsors say . . .



Happy Hot Tubs is proud to be a sponsor at the New Forest Show. We find sponsorship gives us even more opportunities

to connect with our local community, as well as treat our existing and potential new customers to a great day out. This event is one our team looks forward to and we hope to continue our relationship for many years to come.

James Hallett, Happy Hot Tubs



"As new sponsors, our experience of sponsoring the New Forest Show 2018 was fantastic. We were able to

have a company presence talking to fellow local businesses whilst still enjoying the show with our young children".

Anne Toomer, Gilbert Aviation Limited



As local business people we love being involved in the New Forest Show. It epitomises all the best of a living local rural economy, bringing together all

the traditions of the New Forest into a fun filled three days, whilst offering a great opportunity to meet and greet clients new and old. The show has evolved over the 21 years we have been in the Forest and continues to offer the best of the Forest. There are so many ways to get involved and this year we were thrilled to sponsor the Bake Cake.

Alison Wilson, Balmer Lawn Hotel

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## EDUCATION

One of the main aims of the Show Society is to support education within it's charitable remit of promoting the development of agriculture, forestry, equestrianism and horticulture and improvement in the breeding of stock.

**This is achieved through three main activities:**

### **New Forest School's Day**

Held at New Park the New Forest School's Day allows over 300 children to get involved with a range of activities run by local producers and educational providers. The day focuses on animals, crafts, history, science, food tasting and planting.

### **Food Discovery Programme**

The Society is proud to support the first Food Discovery Initiative in the South, in collaboration with The Country Trust Hampshire.

The Food Discovery programme takes place over an academic year and incorporates a number of growing and cooking sessions as well as farm visits.

With support from the country trust, children will have the opportunity to participate in a variety of different educational sessions including:-

- Growing Sessions
- Cooking Sessions
- Farm Visits
- A Playground Market

**The Discovery Zone, sponsored by ExxonMobil**

### **ExxonMobil**

The third thread of our Education programme takes place at The Show. The Discovery Zone has a very hands on and interactive feel aiming for children to learn through participation. Activities include workshops from Natures Classroom, The Countryside Education Trust, Forestry Commission and Country Trust Hampshire.

### **Sam and Florence Bailey Bursary:-**

Sam Bailey was best described as an incredible young woman. The New Forest Agricultural Show Society who like to encourage other young people and with the agreement of the Bailey family has decided to set up a bursary in Sam and Florence's names to commemorate her life, work and achievement. The aim of the bursary is to support young people in agricultural education.

Supported and administered by the New Forest Agricultural Show Society the Sam bursary has two aims:

- Fund students attending agricultural college, allowing them to begin a career in agriculture.
- Pay for applicants top attend short courses that will benefit their career in agriculture

The amount of subsidy will depend on the money raised throughout the year.

## Our charitable remit

### **Our Charitable remit is to:-**

Promote and encourage the development of agriculture, forestry, equestrianism and horticulture in all their branches and generally to improve and encourage the improvement in the breeding of stock and the achievement of agriculture, forestry, equestrianism and horticulture generally.

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# WELCOME TO OUR SPONSORSHIP PACKAGES

Many local and national companies already enjoy the benefits of sponsorship at the Show. With a huge variety of activities taking place you will receive an unrivalled opportunity to support relevant industries and reach specific target markets.

We appreciate it is important to be promoting your business, whilst keeping costs as low as possible. With this in mind the Society is experienced in providing flexible, affordable and effective packages to suit the individual needs of our valued partners and opportunities exist at a variety of levels.

Examples of the packages available this year can be found over the next few pages, however we are more than happy to discuss your specific requirements to ensure we provide you with the best exposure to reach selective, targeted audiences and potential new customers.

## Bronze package

Total Cost £175

- Two, Three-day Sponsors passes, to the Show.
- A Members Car Pass.
- Sponsorship of one Horse or Livestock Class, printed in both the schedule and catalogue.
- The opportunity to present prizes in the ring.
- Acknowledgement as a Sponsor in the Official Show Guide, Annual Report and Website.
- A catalogue and Show Guide voucher.
- Access to the members area and Members Lawn.
- The opportunity to use the facilities in the Rufus Pavilion, within the Members Area.



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## Silver package

Total Cost £800

- Four, Three-day Sponsor passes, to the Show.
- Two Members Car Park Passes.
- One banner site (size dependant on location).
- A link to your company's website from the New Forest and Hampshire County Show website (average annual visits 243,000).
- Sponsorship of one Horse or Livestock Class and name printed in the Catalogue.
- The opportunity to present prizes in the ring.
- Acknowledgement as a Sponsor in the Official Show Guide, Annual Report and Website.
- Public Address Announcements during your sponsored class(es).
- Access to the Members area and Members Lawn.
- The opportunity to use the facilities in the Rufus Sponsors Pavilion within the Members Area.
- Two Catalogue and Show Guide Vouchers.
- An invitation to a sponsors champagne reception.

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## Gold package

POA

Take your sponsorship to the next level with one of our exclusive high-profile Sponsorship packages which offer premium pre, at-Show and post-Show branding, marketing and PR.

All our Gold packages can be bespoke built to meet your individual objectives.

**Get in touch by calling:**  
**01590 622400** or emailing,  
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to discuss your options.

- Sponsor passes to the Show (number to be agreed).
- Members Car Park Passes (number to be agreed).
- Sponsorship of a section or area of the Show (see pages 20-32).
- A link to your company's website from the New Forest and Hampshire County Show website (average annual visits 243,000).
- Banner sites in key locations.
- Advertisement within the Official Show Guide.
- Logo in the Show Guide Map and on the "You Are Here" boards around the Showground.
- An editorial piece about your company within our monthly e-newsletter.
- Personalised Social Media advertising.
- Acknowledgement as a Sponsor in the Official Show Guide, Annual Report and Website.
- Access to the Members area and Members Lawn.
- The opportunity to use the facilities in the Rufus Sponsors Pavilion within the Members Area.
- Catalogue and Show Guide vouchers.
- An invitation for two to the Pre-Show Dinner.
- An invitation to a sponsors champagne reception.

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# WELCOME TO OUR GUIDE TO SHOW SECTIONS

Please see the next few pages for detailed descriptions of each individual section of the Show.

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to discuss your options.



## SHOW SECTIONS

### East Ring & West Ring

In the centre of the Showground and hosting the Show's fantastic timetable of main ring attractions, the East Ring and West Ring are the main focal points on the showground for our 91,000 visitors.

- Have your company name and logo on display above the main ring on your personalised signage.
- Banner sites in your sponsored ring
- Your company name and logo on the official show map
- Your company named mentioned in association with the ring in all publications and promotional material where relevant.



East Ring currently sponsored by

**Rathbones**  
Look forward

### North Ring & Show Ring

Equine competitors from across the country visit the New Forest Show to compete in the variety of equine classes hosted in the North Ring and Show Ring each year. Each ring hosts a fantastic selection of classes from 8am each day including World Breeds, Ridden Hunters and Welsh ridden classes. The Show is proud to hold a wide range of Horse of the Year Show (HOYS) qualifying classes too, more so in 2019 than ever before, many of which take place in the North Ring and Show Rings.

- Have your company name and logo on display on the ring's main signage
- Banner sites in your sponsored ring
- Your company name and logo on the official show map
- Your company named mentioned in association with the ring in all publications and promotional material where relevant.



Show Ring currently sponsored by

**GRAY**  
EQUINE  
MANUFACTURING LTD.

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## SHOW SECTIONS



### Art Pavilion

Artists within Hampshire and the New Forest come together to display their diverse styles of art work. Whether your interest be in watercolours, oils or ceramic arts you will find something of interest here, an area for imaginative and creative minds.

- Exhibition space to advertise your company within the pavilion.
- Company logo on any literature produced in conjunction with the art exhibition at the Show.
- The opportunity to judge the 'Best in Show' exhibit and present prizes.

### Axemen

Watch skilful axemen battle against the clock in exhilarating competitions over the three days. Traditional and modern practices are witnessed by the many spectators giving an opportunity to learn about working with wood.

- Company logo displayed within the area, with the opportunity to display banners around the axemen arena.
- Advertise your company with public address announcements within the arena.
- The opportunity to supply prizes for the competitions.



## SHOW SECTIONS

### Blacksmiths

Civilian and military blacksmiths take pride in demonstrating their skills through live forging and the display of their amazing metalwork creations. Visitors flock to watch exciting competitions against the clock.

- Exhibition space within the area to advertise your company.
- Banner sites within the area.
- Supply prizes for the competitions
- Company logo to appear on the front of the Wrought Ironwork Schedule (depending on timescales)



### Working Countryside Area

With demonstrations and displays of rural traditions from conservation to outdoor pursuits, visitors enjoy learning about the various exciting countryside activities and can get involved with the thrilling terrier racing. With all day ring entertainment tailored for all ages this area is a must for countryside enthusiasts.

- Advertising opportunities around the Countryside arena
- Advertise your company with public address announcements within the arena.
- Your company logo to appear within the Official Show Guide alongside the Countryside Area Programme.



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## SHOW SECTIONS



### Car Parks

The vast majority of our 91,000 visitors use the eight car parks at the Show. With a very visual display of advertising this is a fantastic opportunity to promote your company to a vast number of people.

- Display your companies advertising banners on the car parks zonal markers.

Currently sponsored by



### Craft Marquees

A dedicated area for the most creative of exhibitors and a very popular area of the Show. Exhibitors demonstrate their skilful crafts and sell their hand crafted goods to our visitors.

- Advertising opportunities around the craft marquees



## SHOW SECTIONS

### Flower Arranging

Creativity is the name of the game in this area; amateur and professional florists are asked to convey their thoughts on the wide range of different titles each year. The imaginative and colourful conceptions of each title are always a pleasure to see.

- Advertise within the Flower Arranging section.
- Cover of the Flower Arranging Schedule (depending on time scales).



### Flower and Gardening Show

A vivid display of vibrant and colourful flowers and plants provides a haven for keen gardeners or complete beginners. We attract a variety of specialist local and national exhibitors, with the most flamboyant displays. Visitors have the opportunity to speak with experts and purchase seeds and plants for their own gardens.

- Advertise within the Flower Show marquee.
- Your company logo to appear on the Flower Show signage.

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## SHOW SECTIONS



### Food Hall

A vast assortment of foods from around the world can be found within our Food Hall. Visitors are able to sample and purchase delicious mouth watering food and drink from a variety of different cultures. This area is a very popular part of the Showground.

- Advertising opportunities within the Food Hall

### Family Fun Area

A must for families, this area provides an all day programme of entertainment to keep the little ones amused. From face painting to Punch and Judy Shows it is guaranteed to entertain even the liveliest of children.

- Advertising opportunities within the area
- Your company logo to appear within the Official Show Guide alongside the Family Fun Area Programme.

Currently sponsored by



## SHOW SECTIONS

### Food Courts

With seven food courts around the showground, these areas provide an excellent opportunity to advertise to a captive audience of visitors who enjoy spending time within these areas for a well deserved break.

- Advertising opportunities within each food court.



### Heart of the Forest

A small taster of the wonders of the New Forest gives visitors the chance to learn about the traditions and workings of this magnificent and historical part of the country. The Heart of the Forest area gives exhibitors the opportunity to interact with a greater number of visitors, thus helping to educate a larger number of people about the ways of the Forest.

- Advertising space within the Heart of the Forest Area.
- Your company logo to appear within the Official Show Guide alongside the Heart of the Forest Programme.

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## SHOW SECTIONS



### Hounds & Inter-Hunt Relay

An ever increasingly popular part of the ring programme, this exciting and exhilarating event proves to be a favourite for our visitors.

- The opportunity to present the prizes to the competitors
- The opportunity to sponsor one of the course jumps
- The opportunity to meet the Masters and their hounds
- Attribution as sponsor of the Inter Hunt Relay by way of public address announcements during the display

### Local Produce Market

This is a must for visitors wishing to taste and sample the fantastic range of produce from some of the best local producers in Hampshire and the New Forest. This is an extremely busy area of the Showground and welcomes many famous and local chefs displaying their culinary skills in the live demonstration kitchen.

- Advertising space within the Local Produce Market.
- Your company logo to appear within the Official Show Guide alongside the Local Food & Kitchen Demonstration Programme.



## SHOW SECTIONS

### Honey & Bee Tent

A very traditional and popular part of the Show. Visitors can talk to the resident experts, witness a working hive and purchase bee related products.

The opportunity for exhibition space within the Honey & Bee marquee.

Your company logo to appear on the front of the Honey & Bee Schedule (depending on time scales).



### Members Lawn

this exclusive area is dedicated to our members and Society guests. It provides them with the opportunity to dine in style within the Rhinefield Restaurant and relax with a well-earned cup of tea or coffee on the lawn".

- Advertising space within the Member's Lawn

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## SHOW SECTIONS



### Old Time Farming

Step back in time, this enchanting corner of the showground will allow visitors to see displays of vintage agricultural equipment. This is an extremely popular part of the Show and visitors can watch demonstrations and learn how various jobs used to be done in the more traditional ways. Watch the display of vehicles within the main ring and the tug of war with tractors for which the children are welcome to take part in.

- Advertising space within the Old Time Farming area
- Advertise your company with public address announcements within the main ring during the Old Time Farming display with Tug of War.

### Poultry

Since its introduction in 2011, the Poultry Section has gone from strength to strength and continues to attract an increased number of exhibitors and interest from our visitors each year.

- The opportunity for your company logo to appear on the front cover of the schedule.
- The opportunity to place an advertisement in a prominent location within the Schedule.
- The opportunity for exhibitor space within the area to advertise your company.



## SHOW SECTIONS

### Vegetables

We are privileged to hold the National Vegetable Southern Branch Championships at the Show and can boast some of the biggest and best vegetable displays and competitions in the South. Exhibitors travel far and wide to display their prize produce, which never fails to amaze the many visitors to the area.

- Company logo to appear on the front cover of the Vegetable Schedule (depending on time scales).
- Advertising space within the Vegetable marquee.



The Show attracts an increasing number of equine and livestock exhibitors each year. We are pleased to be able to offer an excellent opportunity to advertise within these publications to raise your companies profile to exhibitors from Hampshire and further afield.

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## HEAVY HORSE MUSICAL DRIVE



The New Forest and Hampshire County Show proudly holds the title as the pioneering event to introduce the Heavy Horse Musical Drive which is now performed around the country and remains a highlight of the New Forest Show's main ring calendar each year.

To this day, the New Forest Show is the only place you can watch the breath taking performance of sixteen pairs of heavy horses coming together moving perfectly in time around the main ring, choreographed to music. With 16 pairs coming together, criss-crossing and circling it certainly is a fabulous sight.

Visitors will have the opportunity to see much loved traditional British heavy horses including the Suffolk and Shire as well as the Percheron which originates from Northern France.

The Heavy Horse Musical Drive is a popular feature in our main ring timetable, which is the highlight of the day for many visitors to the Show.

**Sponsorship price available on application**

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## HOSPITALITY



Why not take the opportunity to entertain existing or potential clients at the New Forest and Hampshire County Show by booking a table of ten within our dedicated Hospitality Suite. The Suite is situated on the Members' Lawn where you and your guests can dine in style whilst being able to watch the continuous and varied North Ring Programme from your table. Hospitality is available on Thursday 1st August.

### Benefits of the package include:

- Becoming a guest of the Society for a day, including the use of the Members facilities
- Use of your table within the Suite for the whole day
- Morning coffee and biscuits served from 10.00am
- Coffee available from 10.00am to 5.00pm
- Drinks reception followed by a three-course luncheon
- Afternoon tea and cake served from 4.00pm
- Free copies of the Show Guide and Catalogues

**Total Cost £750**



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# WELCOME TO OUR MARKETING SPONSORSHIP OPTIONS

If you're interested in getting involved with the Show, there are a number of optional extras available to get involved with, in addition to or instead of the sponsorship packages listed previously.



## MARKETING SPONSORSHIP - DIGITAL

### Social Media



In line with our digital promotion, we have increased our Social Media profile. We post regular updates with news of the Show, competition opportunities and details on our sponsors and supporters.



Facebook likes: 14,200  
Twitter followers: 8,400

Price: £1500

### E-Tickets



With in excess of 16,000 e-ticket and Show Guide vouchers sent in 2018, our e-tickets are the ideal platform to deliver your brand directly into the mailboxes of thousands of visitors. We attract visitors from all corners of the UK, see our map on page two.

Currently sponsored by



### Website



Redesigned in 2016, the website is central to our marketing campaign. Managed in-house we ensure the information is kept up to date and easily available to visitors. The website features Show videos, previous Show photos, details about what to do at the Show and a 'Plan Your Day' section. Also included is information about competitions, tradestand listings and the opportunity to buy membership and discounted tickets.

Visits: 243,000

New users: 64.92%

Average session time:  
2 minutes, 5 seconds

### E-Newsletter



The first e-newsletter was published in April 2013 and since then the number of subscribers has grown to over 20,000. The newsletter contains up to date news of the Show, details of the events taking place at New Park, exciting local goings-on as well as editorial about some of our sponsors and supporters.

No per anum : 12

Subscribers: 3,600

Price: POA

Currently sponsored by





## MARKETING SPONSORSHIP - SHOWGROUND



### Members Enclosure

The members enclosure is an area of the showground used exclusively by our Society Members and Sponsors. Featuring grandstand seating, a members tearoom and two bars including a champagne bar, the members enclosure is the perfect place for members to sit back, relax and enjoy amazing view of the main ring entertainment.

Currently sponsored by



### Directional signage

Helping our visitors to find their way around the Show, our 15 x A0 sized You Are Here Boards are located in a variety of locations across the showground.

Price: £1500



## MARKETING SPONSORSHIP - SHOWGROUND

### Members and Public Show Entrances

The gateway to the Show for our 95,000 visitors. The Members and Public entrances are a focal point for all visitors when both entering and exiting the showground each day of the Show.

**Please note:** Members Entrance is available, (Public entrance currently sponsored).

Price: £2750

Public entrance  
Currently sponsored by



### Car Park Passes

Proudly on display of the rear-view mirrors of 2,000 plus members and sponsors, our car park passes provide their holders with access into our exclusive member's car park.



Currently sponsored by



To discuss sponsorship please contact Amanda Kolliari  
Tel: 01590 622400, or email: amanda@newforestshow.co.uk

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## MARKETING SPONSORSHIP - PRINT



Currently sponsored by



### Members Booklet

All members and sponsors receive a Members Booklet containing their members/sponsor passes and car parking passes at the end of June. Included inside the booklet is a copy of the official showground map and main ring programmes. The Members Booklet provides a fantastic advertising opportunities for sponsors.



### Leaflet

Over 130,000 leaflets were distributed in 2018 to Hampshire's schools, tourist offices, businesses and shops including 50,000 leaflets which were delivered directly into homes across Hampshire.



Currently sponsored by



## MARKETING SPONSORSHIP - PRINT

### Official Show Guide

An effective way of advertising your company or product is through our Official Show Guide. With over 11,000 copies sold, it will give you the ideal opportunity to reach a high number of potential customers, both during and after the Show. The 2018 Show Guide proved to be a huge success with many new advertisers becoming part of this increasingly popular marketing method.

Our high quality, full colour, A5 size brochure is a must for Show visitors and provides all aspects of Show information along with the opportunity for captive audience advertising for your company.



Advertisement prices:

Inside front cover: £500

Inside back cover: £500

Full page: £350

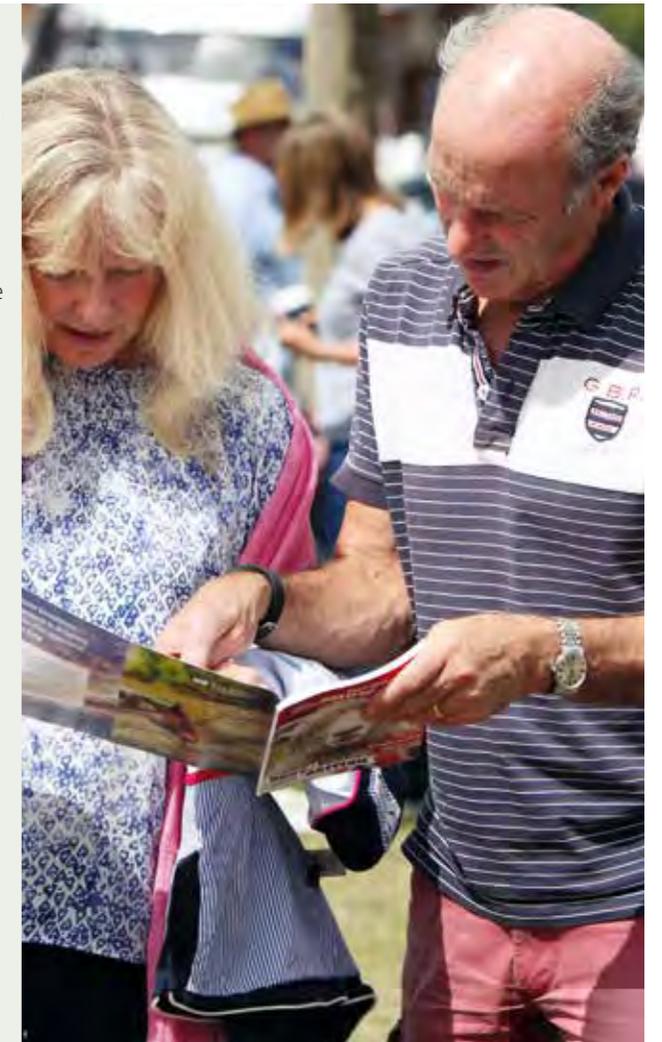
Half page: £185

¼ page: £145

Booking Deadline:

Monday 3rd June 2019

Currently sponsored by



To discuss sponsorship please contact Amanda Kolliari

Tel: 01590 622400, or email: amanda@newforestshow.co.uk

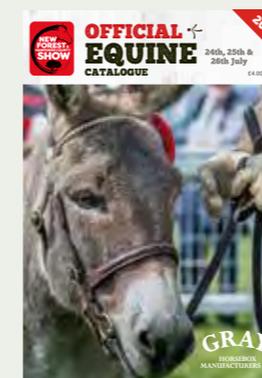
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## EQUINE & LIVESTOCK SCHEDULE & CATALOGUE

The Show attracts an increasing number of equine and livestock exhibitors each year. We are pleased to be able to offer an excellent opportunity to advertise within these publications to raise your companies profile to exhibitors from Hampshire and further afield.



Equine Schedule & Catalogue



Cattle Schedule & Catalogue



Sheep Schedule & Catalogue

Full Page Inside Cover Advert and a space for your logo on the front cover of the Sheep Schedule & Catalogue available – Price: £500

Please note: Equine and Cattle Schedules & Catalogues are already sponsored



“Happy Hot Tubs is proud to be a sponsor at the New Forest Show. We find sponsorship gives us even more opportunities to connect with our local community, as well as treat our existing and potential new customers to a great day out. This event is one our team looks forward to and we hope to continue our relationship for many years to come.”

James Hallett, Happy Hot Tubs



“ We have grown to become one of the top ten agricultural Shows in the Country with an average annual attendance of 91,000 visitors over three days. ”

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30th, 31st July & 1st August 2019

The Showground, New Park, Brockenhurst, Hampshire SO42 7QH