



# SPONSORSHIP OPPORTUNITIES

30th, 31st July & 1st August 2024. Tel: 01590 622400 email: [amy@newforestshow.co.uk](mailto:amy@newforestshow.co.uk)

**A WORLD OF FOREST FUN!**







# ABOUT US

The New Forest and Hampshire County Show is a spectacular 3-day annual event for all the family, held in the heart of the beautiful New Forest National Park, attracting over 95,000 visitors.

Over the last 104 years we have grown to become the largest agricultural show in the highly affluent ‘South of England’, successfully combining tradition with a fresh modern focus.

The show offers an eclectic mix of entertainment, from spectacular main ring attractions and competitions, to live music, farming displays and interactive areas. Not forgetting the fabulous shopping opportunities with over 600 trade stands and craft stalls and the huge variety of delicious local foods on offer.

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

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

104  
YEARS

6  
ROYAL VISITS

3  
DAY EVENT

95,000  
VISITORS

500,000  
SOCIAL MEDIA  
REACH

600  
TRADE  
STANDS

# WHY SPONSOR US

As a prestigious and popular event The New Forest and Hampshire County show offers you a unique opportunity to showcase your business to an engaged audience, whilst demonstrating your support for our local area.

The show has a proven track record of delivering return on investment for our sponsors. Through effective targeted branding and publicity, your company can gain exposure and connect with our loyal and highly sought after audience.

The Association of Show and Agricultural Organisations estimates that about seven million Britons – roughly 10% of the population – visit agricultural shows every year. That’s an impressive audience, and an ideal platform for brand visibility and building relationships.







## VISITOR PROFILE



**95,000**

AVERAGE  
ATTENDANCE



VISITORS

**26.5%**  
YES

**73.5%**  
NO

FIRST TIME VISITORS



## DIGITAL PRESENCE



**21.4k**

FOLLOWERS



**5.5k**

FOLLOWERS



**1.187m**

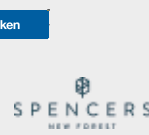
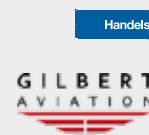
VIEWS



## MEDIA COVERAGE



## REGULAR SPONSORS



Rathbones



Handelsbanken



# HEADLINE SPONSOR

**FROM £30,000**

Our most prestigious package, offering pre, show day and post-show opportunities, completely bespoke to meet your objectives.

Benefits could include, but not limited to:

Incorporate your logo with the New Forest Show branding – your logo will appear every time the New Forest show logo is used with reference to the 2024 show, including our website and all social media posts, all signs, and all printed media

Major marketing opportunities, including exclusive branding of show entrances, car parks & car hangers, shopping pavilions, VIP hospitality areas and water fill points, along with multiple banners across the show ground including the main rings

Covered trade stand space in a prime location of your choice (size dependant on location)

Prime time multiple social media posts and articles in our newsletters leading up to and over throughout the event, advertising your company and its generous support

Full page advert in the official show guide and full page adverts in the members pack and the show catalogues

Static advert on our website and acknowledgment as our headline sponsor, along with company logo and weblink

Logo on the official show map on all locations around the showground and in the show guide, as the headline sponsor

Regular PA announcements acknowledging your sponsorship

Multiple VIP sponsors and guest passes, giving you and your guests access to the exclusive Rufus Sponsors Pavilion and Members Areas, with VIP ring side grandstand seating and complimentary refreshments throughout the day

Invitation to lunch in our exclusive Knightwood Pavilion, and daily complimentary English sparkling wine receptions

Invitation to the pre-show evening reception

Multiple members car park passes, catalogues and Show Guides

Discounted show tickets for your staff

Discounted stays with Camping in the New Forest across all 11 of our campsites







## BRONZE PACKAGE

£295

2 x Three-day Members Passes to the Show

Access to the Members Area and Lawn with Grandstand seating, bandstand and drinks bars

Sponsorship of an Equine or Livestock class with acknowledgement in the Catalogue and the opportunity to present prizes in the Ring

Acknowledgement as a sponsor in the Official Show Guide and Annual Report

1 x Members Car Park pass

1 x Complimentary Catalogue and Show Guide

## SILVER PACKAGE

£595

1 x Banner advertising site around the Showground (size dependant on location)

4 x Three-day Members Passes to the Show

Access to the Members Area and Lawn with Grandstand seating, bandstand and drinks bars

Sponsorship of an Equine or Livestock Class with acknowledgement in the catalogue and the opportunity to present prizes in the Ring

Acknowledgement as a sponsor in the Official Show Guide and Annual Report

Discounted show tickets for your staff

Discounted stays with Camping in the New Forest for you and your staff

2 x Members Car Park Passes

2 x Complimentary Catalogues and Show Guides

## GOLD PACKAGE

£995

2 x Banner advertising sites around the Showground (size dependant on location)

6 x Three-day VIP Sponsors passes to the Show

Access to the Rufus Sponsors Pavilion and members areas with VIP ring side grandstand seating and complimentary refreshments throughout the day

Daily complimentary English sparkling wine receptions

Company logo and weblink on the show website

Invitation to the pre-show Evening Reception

Sponsorship of an Equine or Livestock class with acknowledgement in the catalogue and the opportunity to present prizes in the ring

Acknowledgement as a sponsor in the Official Show Guide and annual report

3 x Members car park passes, complimentary Catalogues and Show Guides

Discounted show tickets for your staff

Discounted stays with Camping in the New Forest for you and your staff

## PLATINUM PACKAGE

FROM £1500

Take your sponsorship to the next level and sponsor a zone, with a bespoke package tailored to your individual requirements:

Title sponsorship of your own zone of the Show, complete with your company's branding \*

Multiple banner sites around the showground and Main Rings \*

Social media posts, and an article in our newsletter advertising your company via your sponsored zone \*

Half / full page advert in the official Show Guide, and your logo on all literature linked to your sponsored zone, including timetables, what's on pages and editorials \*

Link to your company's website on the Show website

Multiple VIP Sponsors passes to the Show for you and your guests \*

Access to the Rufus Sponsors Pavilion and Members Areas with VIP ring side grandstand seating and complimentary refreshments throughout the day

Daily complimentary English sparkling wine receptions

Invitation to lunch in our exclusive Knightwood Pavilion

Invitation to the pre-show Evening Reception

Sponsorship of an Equine or Livestock class with acknowledgement in the catalogue and the opportunity to present prizes in the Ring

Discounted show tickets for your staff, and discounted stays with our sister company - Camping in the New Forest, across all 11 of our campsites

Multiple Members car park passes, complimentary Catalogues and Show Guides

\*Depending on spend







# MAIN RING SPONSOR

FROM £15,000

TWO AVAILABLE

Our major sponsorship package, completely bespoke and tailored to suit your individual requirements.

Benefits could include:

Title sponsorship of a Main Ring	Regular PA announcements acknowledging your sponsorship
Major branding opportunities including Main Ring signs, and multiple banner sites in both Rings & prime locations around the Showground	Multiple VIP Sponsors and guest passes, giving you and your guests access to the exclusive Rufus Sponsors Pavilion and Members Areas, with VIP ring side grandstand seating and complimentary refreshments throughout the day
Covered trade stand space in a prime location of your choice (size dependant on location)	Invitation to lunch in our exclusive Knightwood Pavilion, and daily complimentary English sparkling wine receptions
Multiple social media posts and articles in our newsletter advertising your company via the sponsored Ring and associated attractions	Invitation to the pre-show Evening Reception
Full page advert in the Official Show Guide, and your logo on all literature linked to your sponsored ring and associated attractions, including timetables, what's on pages and editorials	Multiple Members car park passes, catalogues and Show Guides
Acknowledgment as a major sponsor on our website, with company logo and weblink	Discounted show tickets for your staff
Logo on the official show map on all locations around the showground and in the Show Guide, as a Main Ring sponsor	Discounted stays with Camping in the New Forest across all 11 of our campsites

# SPONSORSHIP BENEFITS

Benefits include	Bronze	Silver	Gold	Platinum	Main Ring
Title sponsorship of a Main Ring with branding					✓
Covered trade stand space in a prime location					✓
Title sponsorship of your own zone of the show with branding				✓	
Main Ring banners *				✓	Multiple
Social media post *				✓	✓
Half / full page advert in the show guide *				✓	✓
Logo on the show map *				✓	✓
Company logo and weblink on the show website			✓	✓	✓
Banner advertising site around the showground		1	2	Multiple	Multiple
Commentator announcements *				✓	✓
VIP sponsor passes			6	Multiple	Multiple
VIP Sponsors guest passes				Multiple	Multiple
Access to the Rufus Sponsors Pavillion with complimentary refreshments			✓	✓	✓
Daily complimentary English sparkling wine receptions			✓	✓	✓
Invitation to the Knightwood Pavillion with lunch				✓	✓
Invitation to the pre-show evening reception				✓	✓
3-Day Members passes	2	4			
Access to Members Area and lawn	✓	✓	✓	✓	✓
Sponsorship of Horse / Livestock Class	✓	✓	✓	✓	✓
Present prizes in the ring	✓	✓	✓	✓	✓
Acknowledgement as a sponsor in the Show Guide	✓	✓	✓	✓	✓
Discounted show tickets for your staff		✓	✓	✓	✓
Discounted stays with Camping in the New Forest for you and your staff		✓	✓	✓	✓
Members car park pass, complimentary Catalogue and Show Guide	1	2	3	Multiple	Multiple

\*Depending on spend

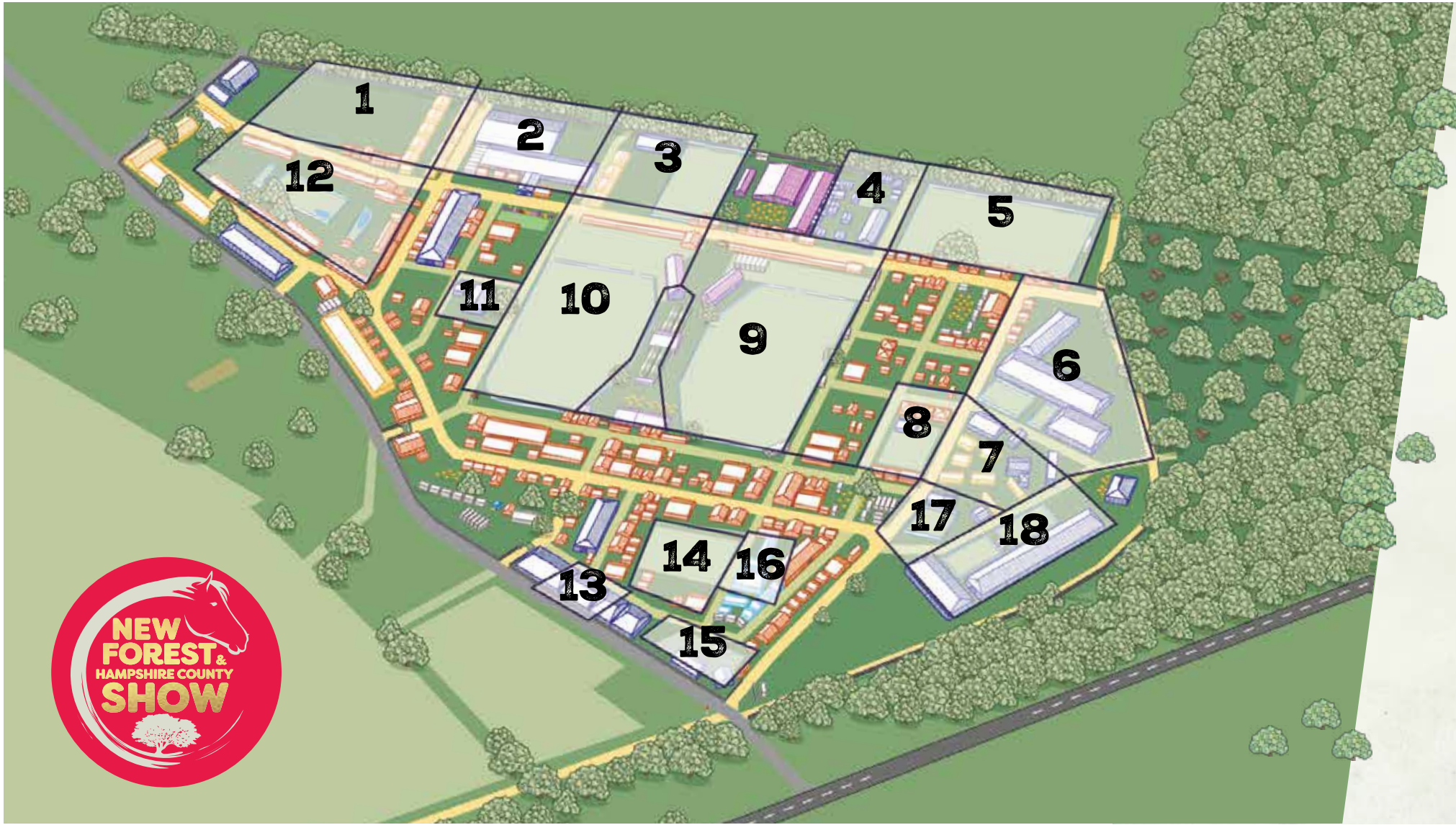






# THE SHOWGROUND

## A WORLD OF FOREST FUN!



### ZONES AVAILABLE

- |                                    |                             |
|------------------------------------|-----------------------------|
| 1 Old Time Farming                 | 10 Main Ring – West         |
| 2 Horticultural Zone               | 11 Blacksmiths              |
| 3 Heavy Horse Village & North Ring | 12 Countryside area         |
| 4 Heart of the Forest              | 13 Bake & cake              |
| 5 Show Ring                        | 14 Canine area              |
| 6 Sheep                            | 15 Family fun area          |
| 7 Local Produce Market             | 16 Community Education area |
| 8 Axemen                           | 17 Farm Experience Zone     |
| 9 Main Ring – East                 | 18 Cattle                   |







**[newforestshow.co.uk](http://newforestshow.co.uk)**

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