



*WHERE TOWN MEETS COUNTRY!*



# 2024

## SPONSORSHIP

### BROCHURE

20,000 +  
ATTENDEES

350 +  
TRADE STANDS

COMPETITIONS

EDUCATION



**SATURDAY 14<sup>TH</sup> SEPTEMBER 2024**

The 2023 Global Cheese Awards and Frome Agricultural Cheese Show was a great success although one of our hottest on record which came with its own set of challenges! We were lucky enough to receive a broad range of entries in our Global Cheese Awards with entries from as far as Canada with a wide selection from Europe giving a great selection for our judging team to sample. We saw high visitor numbers through our gates on the public show day with a jam package schedule and lots of happy faces it was a great success and we look forward to bringing more of the same for 2024.

For those of you reading this who don't know much about us we are a traditional one-day agricultural show supporting British Farming. While showcasing the Global Cheese Awards, livestock classes, machinery demonstrations and history of the show, we aim to educate our visitors on rural traditions and where their food comes from, including the hard work farmers do 365 days of the year.

The Frome Agricultural & Cheese Show offers a full day of entertainment from show jumping to a motorbike extravaganza, not forgetting our Home, Handicraft and Horticulture marquee and our Dog Ring where you will find the popular Dog Show and dog demonstrations. We also aim to have as much free children's entertainment including clay target shooting, archery and circus skills. Not forgetting our Food & Drink area where we try and support many local food producers.

As a charity with aims to utilise our annual show as a means to educate attendees about the agricultural industry, we are continually looking for ways to ensure our objectives are met whilst giving visitors a great fun, value day out. Only with the support of our sponsors are we able to do so. We have split our sponsorship of the show in order to offer you a range of options, whether this be to sponsor a class or a specific section of the show, in return we can offer brand exposure along with tickets for you to be able to come along and enjoy the show.

Please find enclosed in this document our 2024 sponsor brochure and we would be delighted to welcome you to this year's show on Saturday 14<sup>th</sup> September.

Best Wishes,

Hannah George  
**Show Manager**

E: [hannah@fromecheeseshow.com](mailto:hannah@fromecheeseshow.com)

T: 01373 463600



## HEADLINE SPONSOR

£5,000 + VAT

The Headline Sponsorship package gives the highest brand awareness. We will work with you to offer the most prominent brand exposure pre, during and post Show reaching thousands of people. This package includes ticket allocation, hospitality and brand exposure across multiple marketing channels.

### PRE SHOW

- Sponsor to be referred to as the 'Headline Sponsor.'
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
  - Logo and link to your website on the logo carousel.
- Sponsors name to be included when talking about the Show:
  - Social Media: including tags and social media competitions.
  - Radio interviews
- Leaflet in Exhibitor & Trade Packs if provided by Sponsor.
- Sponsors Logo to be featured on all Official Show promotional material:
  - Leaflets
  - Posters
- Logo to be included in Competition Schedules.

### SHOW DAY

- £200 Trade Stand Allowance.
- 1 Page Advert in the Official Show Guide
- Banner space in the Main Ring, Village Green, Countryside Pursuits, Livestock and Horse Rings.
- PA announcements in the Main Ring, Village Green, Countryside Pursuits, Livestock and Horse Rings.
- Sponsor can provide branding at YELLOW, BLUE and YELLOW Car Park entrances/exits.
- 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.
- Show Ticket Allocation.
- Lunch Ticket Allocation for the Members Pavilion.
- 4 Ringside Vehicle Passes.
- 2 Forward Vehicle Passes.
- Global Cheese Awards Dinner Ticket Allocation for **Thursday 12<sup>th</sup> September**.

## ASSOCIATE SPONSOR

£3,000 + VAT

We also offer an Associate Sponsor package which still comes with a huge range of branding opportunities and awareness. For more information please contact the Show Office.



## MAIN RING SPONSOR

£2,000 + VAT

The Main Ring is at the core of the Show, overlooked by our Members Pavilion, the ring attracts spectators all throughout the day. For the duration of the Show the ring is host to some of our horse classes and Show Jumping but not forgetting the Grand Parade of Livestock in the afternoon.

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- The Main Ring to become '(Sponsors Name) Main Ring.'
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
  - Logo and link to your website on the logo carousel.
- Sponsors name to be included when talking about the Main Ring:
  - Social Media and Press Release
- Leaflet in Exhibitor & Trade Packs if provided by the Sponsor.
- Name when mentioning the Main Ring, including PA announcements throughout the day.
  
- Logo and name printed in the Official Show Guide.
- ½ page advert in the Official Show Guide.
- Up to 8 Arena Banners to go up on the inside and outside of the Main Ring (Sponsor to provide).
- Banner opportunities elsewhere within the Show.
- 2 Ringside Vehicle Passes and 1 forward parking pass.
- 6 Show Tickets & 6 Sponsor Badges.
- 6 Lunch Tickets for the Members Pavilion.



## VILLAGE GREEN RING SPONSOR

£1,500 + VAT

- The Village Green is a smaller Ring adjacent to the Main Ring. We have multiple demonstrations take place throughout the day from Falconry, Heavy Horses and the Mounted Games.
- The Village Green to become '(Sponsors Name) Village Green.'
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
  - Logo and link to your website on the logo carousel.
- Sponsors name to be included when talking about the Main Ring:
  - Social Media
  - Press Release
- Leaflet in Exhibitor & Trade Packs if provided by the sponsor.
- Name when mentioning the Main Ring, including PA announcements throughout the day.
  
- Logo and name printed in the Official Show Guide.
- ½ page advert in the Official Show Guide.
- Up to 6 Arena Banners to go up on the inside and outside of the Village Ring (Sponsor to provide).
- Banner opportunities elsewhere within the Show.
- 1 Ringside Vehicle Pass and 2 Forward Vehicle Pass.
- 5 Show Tickets & 5 Sponsor Badges.
- 5 Lunch Tickets for the Members Pavilion.

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## MEMBERS' PAVILION

£1,500 + VAT

The Member's Pavilion is home to our Members, Patrons, Sponsors and Judges on Show Day. Along with the restaurant, bar and private toilets, you are able to enjoy all the entertainment in the Main Ring.

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- Members' Area to become 'Members' Pavilion sponsored by (Sponsors Name).'
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
  - Logo and link to your website on the logo carousel.
- Sponsors name to be included when talking about the Members' Pavilion:
  - Social Media
  - Press Release
- Leaflet in Membership Packs if provided by the Sponsor.
- Logo to be included on correspondence with Members.
- PA announcements throughout the day in the Main Ring.

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- Logo and name printed in the Official Show Guide.
- ½ page advert in the Official Show Guide.
- Sponsor can provide pop ups/ promotional material in the Members' Pavilion.
- Up to 3 banners in the Members' Pavilion and Lawn.
- 1 Banner to go in the Main Ring.
- 1 Ringside Vehicle Pass and 2 Forward Vehicle Pass.
- 5 Show Tickets & 5 Sponsor Badges.
- 5 Lunch Tickets for the Members Pavilion.



## FOOD & DRINK AREA

£1,000 + VAT

The Food & Drink Area will feature local producers offering local produce to eat on site or to take home, as well as seating and picnic areas.

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- Food & Drink Area to become 'Food & Drink Area sponsored by (Sponsors Name).'
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
  - Logo and link to your website on the logo carousel.
- Sponsors name to be included when talking about the Food & Drink Area:
  - Social Media
  - Press Release
- Leaflet in Trade Packs if provided by the Sponsor.
- Logo to be included on correspondence with Traders.
- PA announcements throughout the day in the Main Ring.

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- Logo and name printed in the Official Show Guide.
- ¼ page advert in the Official Show Guide.
- Trade Stand within or near to the Area to promote your business.
- 2 Banners in the Food & Drink Area.
- 1 Banner to go in the Main Ring.
- 1 Ringside Vehicle Pass and 1 Forward Parking Pass.
- 4 Show Tickets & 4 Sponsor Badges.
- 4 Lunch Tickets for the Members Pavilion.





## SHOPPING & CRAFT MARQUEE

£1,000 + VAT

The Shopping & Craft Marquee will offer a range of shopping opportunities including local handmade gifts, jewellery and photography.

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- The Shopping & Craft Marquee to become 'Shopping & Craft Marquee sponsored by (Sponsors Name).'
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
  - Logo and link to your website on the logo carousel.
- Sponsors name to be included when talking about the Food & Drink Area:
  - Social Media
  - Press Release
- Leaflet in Trade Packs if provided by the Sponsor.
- Logo to be included on correspondence with Traders.
- PA announcements throughout the day in the Main Ring.



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- Logo and name printed in the Official Show Guide.
- ¼ page advert in the Official Show Guide.
- Trade Stand within or near to the Area to promote your business.
- 2 Banners in the Shopping & Craft Marquee.
- 1 Banner to go in the Main Ring.
- 1 Ringside Vehicle Pass and 1 Forward Parking Pass.
- 4 Show Tickets & 4 Sponsor Badges.
- 4 Lunch Tickets for the Members Pavilion.



## COUNTRYSIDE PURSUITS

£1,000 + VAT

Our Countryside Pursuits area promises an array of free entertainment for children from Axe Throwing, a Climbing Wall and Laser Clay Shooting. As well as an opportunity to learn more about the work that Bees do.

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- Countryside Pursuits to become 'Countryside Pursuits sponsored by (Sponsors Name).'
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
  - Logo and link to your website on the logo carousel.
- Sponsors name to be included when talking about the Countryside Area:
  - Social Media
  - Press Release
- Leaflet in Trade Packs if provided by the Sponsor.
- Logo to be included on correspondence with Traders.



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- PA announcements throughout the day in the Main Ring.
- Logo and name printed in the Official Show Guide.
- ¼ page advert in the Official Show Guide.
- Trade Stand within or near to the Area to promote your business.
- 3 banners in the entertainment rings.
- 1 Ringside Vehicle Pass and 1 Forward Parking Pass.
- 4 Show Tickets & 4 Sponsor Badges.
- 4 Lunch Tickets for the Members Pavilion.





## COMPETITION SECTION SPONSOR

£1,000 + VAT

Be the Headline Sponsor of one of our competitive sections. These include; Cattle, Sheep, Dairy Goats, Pygmy Goats, Horses, Show Jumping, Horticulture, Home & Handicraft, Egg and Fodder & Grain.

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- Sponsors logo on the front cover of the Schedule.
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
  - Logo and link to your website on the logo carousel.
- Sponsors name to be included when talking about the Members' Pavilion:
  - Social Media
- Leaflet in Competitor Packs if provided by the Sponsor.
- Logo to be included on correspondence with Competitors.



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- PA announcements throughout the day in the relevant section.
- Logo and name printed in the Official Show Guide.
- ¼ page advert in the Official Show Guide.
- Logo to feature on the Agricultural Village Sponsors board.
- Banner space throughout the relevant section, including rings.
- 1 Ringside Vehicle Pass and 1 Forward Parking Pass.
- 4 Show Tickets & 4 Sponsor Badges.
- 4 Lunch Tickets for the Members Pavilion.

## GATE SPONSOR

£500 + VAT (per gate)

At the Frome Agricultural & Cheese Show we have three pedestrian Gates; YELLOW, RED and BLUE. We are able to tell you exactly how many people your brand was exposed to at the Show through our ticket scanners.

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- Selected Gate to become '(Colour) Gate sponsored by (Sponsors Name).'
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
- Acknowledgement on Social Media.

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- PA announcements throughout the day in the Village Green Ring.
- Logo and name printed in the Official Show Guide.
- 1/8 page advert in the Official Show Guide.
- Banner Space and Signs at your chosen Gate.
- 1 banner to go in the Village Green Ring.
- 1 Forward Vehicle Pass.
- 2 Show Tickets & 2 Sponsor Badges.
- 2 Lunch Tickets for the Members Pavilion.





## ENTERTAINMENT ACTS

From £350 + VAT

This package offers a range of acts to be sponsored including Bob Hogg's Sheepdog and Duck/Geese Display, Dangerous Steve, The Hogg Show, Working Heavy Horses, Wylve Valley Pony Club Mounted Games and so much more!

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- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
- Acknowledgement on Social Media.



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- PA announcements throughout the day in the Village Green Ring.
- Logo and name printed in the Official Show Guide.
- Banner Space in the Village Green Ring.
- 2 Show Tickets.
- 2 Sponsor Badges for the Members' Pavilion.
- 2 Lunches for Show Day.
- 1 Forward Parking Pass.



## MORE PACKAGES AVAILABLE:

★ SHOW TICKETS	£2,000 + VAT
★ ROSETTES	£1,200 + VAT
★ PRIZE CARDS	£1,000 + VAT
★ VEHICLE PASSES	£1,000 + VAT

## GET IN TOUCH!

To discuss any of the above packages, please do not hesitate to get in contact. We look forward to welcoming you to this year's Frome Agricultural & Cheese Show.

**Hannah George**

E: [hannah@fromecheeseshow.com](mailto:hannah@fromecheeseshow.com)

T: 01373 463600





The Frome Agricultural & Cheese Show can offer you a sponsorship package to suit your requirements. We can offer you brand exposure pre, during and post Show. Below are our **BRONZE**, **SILVER** and **GOLD** sponsorship packages which can be tailored to suit your business needs.

## BRONZE

£150 + VAT

- Sponsorship of a competition class.
- Acknowledgment in the relevant Schedule and Official Show Guide.
- Logo on the Show Website.
- PA announcements during judging of sponsored section.
- 1 Banner to be displayed within the Show.
- 2 Show Tickets.
- 2 Sponsor Badges for the Members' Pavilion.
- 1 Forward Parking Pass.

## SILVER

£250 - £350 + VAT

- Sponsorship of a competition class.
- Acknowledgment in the relevant Schedule and Official Show Guide.
- Logo and link on the Show Website.
- PA announcements during judging of sponsored section.
- 1 Banner to be displayed within the Show.
- 2 Show Tickets.
- 2 Lunch Tickets.
- 2 Sponsor Badges for the Members' Pavilion.
- 2 Forward Parking Passes.

## GOLD

£400 - 500 + VAT

- Sponsorship of a competition class.
- Presentation of an award in the sponsored class.
- Acknowledgment in the relevant Schedule and Official Show Guide.
- Logo in the Official Show Guide.
- Logo and link on the Show Website and logo carousel.
- PA announcements during judging of sponsored section.
- Acknowledgement on Social Media.
- 2 Banners to be displayed within the Show.
- 4 Show Tickets.
- 4 Sponsor Badges for the Members' Pavilion.
- 4 Lunches for Show Day.
- 2 Forward Parking Passes.





**SATURDAY 14<sup>TH</sup> SEPTEMBER 2024**

**SPONSORSHIP AGREEMENT**

Thank you again for your support of the show for which we are incredible grateful.

**COMPANY NAME:**

**SPONSORSHIP PACKAGE:**

**SPONSORSHIP AMOUNT:**

Please ensure the following contact details are correct. Please note full payment is required with the return of this agreement.

**CONTACT NAME:**

**TELEPHONE:**

**EMAIL:**

**SHOW DAY TELEPHONE [IF DIFFERENT]:**

**ADDRESS:**

**COMPANY DETAILS FOR WEBSITE PROFILE:**

**Please email a high-res version of your company logo for use online and in print.**

Please sign to confirm you are happy with this proposal and agree to pay the required amount to secure the outlined benefits.

**PRINTED NAME .....**

**SIGNED .....**

**Date.....**

**FROME & DISTRICT AGRICULTURAL SOCIETY LTD**

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