

# Kent County Show Sponsorship Packages 2018



[www.kentshowground.co.uk](http://www.kentshowground.co.uk) 01622 633051  
[Rosie@kentshowground.co.uk](mailto:Rosie@kentshowground.co.uk)



# Why Sponsor the Kent County Show?



- Target an average annual footfall of 80,000 people over three days.
- Improve your company's image, prestige and credibility by supporting a Show that has been running for 88 years.
- A consultative approach to sponsorship where we tailor the package that is right for your company and look after you not just over the three day event but for the whole year.
- Increased company exposure and heightened brand awareness through Show publicity.
- Access to a wide range of audiences including the general public, corporate clients, livestock and equine exhibitors, members, press and other Show sponsors.
- Unique networking opportunities with variety of local and national businesses, with access to our exclusive sponsor's area with hospitality and ring side viewing.



*"The Kent County Show is an important event not just for Kent but for the farming and rural community as a whole across the country. Kreston Reeves supports the event in its ability to communicate and educate on all aspects of farming, while remaining a great day out for the family. We look forward to seeing many of our clients and contacts there"*

**Mike Dyer**

**Partner and Head of Agriculture,  
Kreston Reeves**

## Media Coverage

10.3k+ Twitter followers

10.4k+ Facebook likes

458,000 website views annually

Live radio broadcast at Show

- KMFM and BBC Radio Kent

TV coverage includes:-

- Meridian, BBC South East and KMTV

12 page county wide supplement in the KM

Billboard advertising throughout Kent

## Visitor Profile

**Average Attendance:** 80,000

**ABC1:** 46%

**Female:** 53%

**Average Age:** 38 Years

**40% of visitors spend:** £100 +

**Location:** 86% of visitors are from Kent

**Livestock and Equine Exhibitors:** 2,400+

**Reviews:** 82% 4 and 5 \*

## About the Kent County Agricultural Society

The Kent County Agricultural Society is a registered charity whose aim is to improve and educate in agriculture, forestry, horticulture, allied industries, rural crafts and the breeding of livestock. The Kent County Show is the showcase event of the year and is a celebration of the best of farming, rural and country life in Kent.

By sponsoring the Kent County Show, you are supporting the work our charity does not only at the Show but throughout the year through educational events, scholarships, bursaries and recognition awards.

Patron: HRH Duke of Kent





# 2018 Kent County Show Sponsorship Opportunities

There are sponsorship opportunities for the 2018 Show to suit all companies. If you or your company are interested in joining us at the Show in 2018 we would be very happy to discuss your requirements and how we can work together.

## 1. Sponsor a Show Area, Display, Digital or Print item

With so much going on over the three days of the Show, the opportunities for sponsorship, branding and exposure are endless. Opportunities range from sponsorship of our pre-paid e-tickets, sponsoring a dedicated Show area or offering your logo on our print items. Please refer to page 6 for further information on opportunities available or get in contact to discuss your business needs.



## 2. Sponsor a Livestock or Equine Competition

With a range of sponsorship packages available we hope there is a competition to suit every business. Please refer to pages 8 to 14 for details of classes and packages available. If you are interested in sponsoring a livestock or equine class but would like to discuss the package on offer please get in contact, we are happy to tailor a package to suit your individual needs and budget.



## 3. Corporate Sponsorship or Hospitality

We host two prestigious Luncheons at the Show, which a number of our corporate clients, sponsors, members, KCAS Board of Directors and local companies attend. It offers the opportunity to showcase your business to this audience and the chance to entertain your clients with hospitality.

We also offer exclusive corporate pods, available to hire for just one day or all three days of the Show.

Please enquire for further details

Contact our Sponsorship Co-ordinator to discuss opportunities available at the 2018 Kent County Show

Rosie Gouldsworthy

Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk)

Telephone: 01622 633051

### Levels of Sponsorship

Contribution	£150 - £499
Kent County Show Sponsor	£500 - £4,999
Kent County Show Partner	£5,000 - £10,000
Kent County Show Principal Partner	£10,000+

# Sponsorship Packages Available



6, 7, 8 JULY 2018

Areas Covered	Contribution £150 - £499	Amber £500	Bronze £1,000	Silver £1,750	Gold £2,500	Emerald £5,000	Diamond £5,000+
Sponsors Badges	2	2	4	6	10	14	20
Car Parking Labels	1	1	2	4	8	8	12
Access to Members' & Sponsors' Area	✓	✓	✓	✓	✓	✓	✓
Acknowledgment in the Show Guide, Catalogue and Schedule	✓	✓	✓	✓	✓	✓	✓
Logo on Kent County Show Website	✓	✓	✓	✓	✓	✓	✓
Company logo in the Show Guide		✓	✓	✓	✓	✓	✓
Link from Kent County Show Website		✓	✓	✓	✓	✓	✓
Banner located in ring of choice			✓	✓	✓	✓ x2	✓ x4
Members luncheon Tickets			2	6	8	10	10
Banners in Main Astor Ring				✓	✓	✓ x2	✓ x4
President Luncheon Tickets					2	4	10
Full Page Advertisement in Show Guide					✓	✓	✓
Social media					✓	✓	✓
Tradestand Space					6m x 6m	6m x 6m	Negotiable
Press Release						✓	✓
Additional Banners around Show							Negotiable
Breakfast tickets							4
Society Newsletter							✓
Photographer							✓
Sponsorship Page on KCS website							✓

There are seven sponsorship packages for 2018 that you can choose from or alternatively we can tailor a bespoke package that meets your budget requirements and exposure needs.

The sponsorship opportunities grid above is an easy reference to our sponsorship packages and offers an overview of Show sponsorship that is available.

Further details about each package can be found in this brochure.



# Sponsor a Show Area, Display, Digital or Print item

The Kent County Show hosts a variety of attractions and Show areas over the three days, offering something for every visitor to enjoy and the perfect opportunity for sponsors to captivate our audience. Through branding and Show publicity your company can gain exposure to our sought after audience in a unique way.

If one of our Show areas, features, displays or print items is of interest to your company you can find further details of the package on offer on pages 8 to 14, alternatively please get in contact and we would be happy to discuss your needs and budget further.



Category	Item
Show Area	Food Hall
	Flower, Horticultural & Beekeeping
	Woodland Area
	Members' Area
	Public Car Park
	Show Rings
	KCAS Education Area
	Heritage and Vintage Vehicles
	Trade/Shopping Area
	Country, Game and Canine Area
	Kent Young Farmers
	Heavy Horse Village
	Working Show Dairy
Features & Displays	Grand Parade of Livestock
	Canine Drinking Stations
	Working Farriers
	Advertising banners in Show rings (Astor, Equine, Countryside, Agricultural or YFC)
	'You are Here' Boards – 14 across Showground
Print/Digital	Show Fingerposts – 17 across Showground
	Coloured Map
	Black and White Show Programme
	Pre-paid e-tickets
	Pre-paid ticket leaflets
	Members' Newsletter
	Website page wrap
	Show itinerary planner
	President's Luncheon Invitations
	Member's Car Parking Hangers



# Contributions

Contributions are for individuals or small companies who wish to support the Show and be involved for 2018.



- 2 Sponsors badges (2 x Any One Day Tickets)
- 1 Car parking label
- Entry into Members' Area
- Entry into the exclusive Sponsors' area with hospitality and ringside viewing
- Acknowledgment in the Show Guide and Catalogue
- Company logo on Kent County Show sponsorship web page
- If sponsoring a class commentary about your company during the class and an opportunity to present the winner's trophy/rosettes

**£150\* - £499 + VAT**

\* The Kent County Agricultural Society welcomes donations of less than £150, however please note there are no benefits available at this level and it will be taken as a donation to the charity to support the running of the Show.

## Contributions Sponsorship Categories

### Cattle Classes

Beef Cattle Lines Trophy  
Dairy Cattle Lines Trophy  
Stockmen's Award  
Milk Recorded Cattle

### Goat Classes

Dairy Goats

### Wool Classes

Wool  
Wool on the Hoof

### Equine Classes

Best Shod Heavy Horse  
Ridden Heavy Horse  
British Spotted Ponies and Horses

### Show Feature

Hanging Basket Competition  
Miniature Garden Competition for  
Schools and Groups

# Amber Sponsorship Opportunities



- 2 Sponsors badges (2 x Any One Day Tickets)
- 1 Car parking label
- Entry into Members' Area
- Entry into the exclusive Sponsors' area with hospitality and ringside viewing
- Company logo in the Show Guide & acknowledgment in the Catalogue
- Company logo on Kent County Show sponsorship web page
- A link from the Kent County Show website to your company website to aid your site traffic (Kent Showground average annual visits: 458,000)
- If sponsoring a class commentary about your company during the class and an opportunity to present the winner's trophy/rosettes.
- If sponsoring a print item there is the opportunity for branding on the sponsored item.

**£500 + VAT**

## Amber Sponsorship Categories

### Cattle Classes

Beef & Dairy Young Handlers  
Commercial Beef  
Dairy & Beef Champion Pairs

### Sheep Classes

Sheep Pairs Competition  
Sheep Young Handlers  
Supreme Sheep Interbreed Group of 3&4

### Goat Classes

Best Goat Exhibit  
Goat Young Handlers

### Equine Classes

Any other breed of Heavy Horse  
Hackneys  
In Hand Hack & Riding Horse  
Miniature Horses  
Native Breed Classes  
Ridden Heavy Horse  
Ridden Sport Horse  
Riding Horses  
Shetlands

### Kent Young Farmers

*Please request list of YFC classes available*

### Show Jumping

Riding Club Team Jumping  
Riding Club Horse Semi-Rustic Jumping  
British Showjumping Category 2

### Print and Web Items

'You are here' Boards  
Advertising Boards  
Black and White Show Programme  
Coloured Map  
Members Newsletter  
Website Page Wrap

### Feature and Displays

Canine Drinking Stations



# Bronze Sponsorship Opportunities



- 4 Sponsors badges (2 x Any One Day Tickets) (2 x Three Day Tickets)
- 2 Car parking labels
- Entry into Members' Area
- Entry into the exclusive Sponsors' area with hospitality and ringside viewing
- Company logo in the Show Guide & acknowledgment in the Catalogue
- 1 x Banner in the ring of your chosen sponsorship activity
- Up to 2 Member's luncheon tickets
- Company logo on Kent County Show sponsorship web page
- A link from the Kent County Show website to your company website to aid your site traffic (Kent Showground average annual visits: 458,000)
- If sponsoring a class commentary about your company during the class and an opportunity to present the winner's trophy/rosettes.
- If sponsoring a feature, display or print item there is the opportunity for branding around the sponsored item.

£1,000 +VAT

## Bronze Sponsorship Categories

- Cattle Classes**  
Any other Pure Bred Dairy  
Cattle Sweepstakes
- Sheep Classes**  
Any Other Pure Breed Native  
Any other Pure Breed Continental  
Beltex  
British Down  
Charollais  
Jacob  
Southdown  
Suffolk

- Texel  
Zwartbles
- Equine Classes**  
Heavy Horse Turnout  
Inter Hunt Team Relay  
Ridden Cobs  
Ridden Hacks  
Shire Horses  
Show Pony Breeding  
Sport Horse Breeding  
Working Hunters

- Print Items**  
Pre-paid Ticket Leaflets  
President's Luncheon Pre-Drinks Reception  
Show Fingerposts  
Members' Car Parking Hangers
- Feature and Displays**  
Heavy Horse Village  
Working Farriers  
Working Show Dairy

# Silver Sponsorship Opportunities



- 6 Sponsors badges (3 x Any One Day Tickets) (3 x Three Day Tickets)
- 4 Car parking labels
- 1 x Banner in the main ring (Astor)
- 1 x Banner in the ring of your chosen sponsorship activity
- Up to 6 Member's luncheon tickets
- Entry into Members' Area
- Entry into the exclusive Sponsors' area with hospitality and ringside viewing
- Company logo in the Show Guide & acknowledgment in the Catalogue
- Company logo on Kent County Show sponsorship web page
- A link from the Kent County Show website to your company website to aid your site traffic (Kent Showground average annual visits: 458,000)
- If sponsoring a class commentary about your company during the class and an opportunity to present the winner's trophy/rosettes.
- If sponsoring a print item there is the opportunity for branding on the sponsored item.

£1,750 +VAT

## Silver Sponsorship Categories

- Cattle Classes**  
British Blue  
British Simmental  
Interbreed Junior Beef  
Interbreed Junior Dairy  
Hereford

- Sheep Classes**  
Supreme Sheep Championship Trophy
- Equine Classes**  
Coloured Horses  
Show Hunter Ponies  
Working Hunter Ponies

- Print and Web Items**  
Show Itinery  
Tradestand and Exhibitors E-tickets
- Show Areas**  
Public Car Park



# Gold Sponsorship Opportunities



- 10 Sponsors badges (5 x Any One Day Tickets) (5 x Three Day Tickets)
- 8 Car parking labels
- Entry into Members' Area
- Entry into the exclusive Sponsors' area with hospitality and ringside viewing
- Company logo in the Show Guide & acknowledgment in the Catalogue
- 6m x 6m open space trade stand (if appropriate)
- 1 x Banner in the main ring
- 1 x Banner in the ring of your chosen sponsorship activity
- Up to 8 Member's luncheon tickets
- Personalised social media advertising
- Company logo on Kent County Show sponsorship web page
- A link from the Kent County Show website to your company website to aid your site traffic (Kent Showground average annual visits: 458,000)
- If sponsoring a class commentary about your company during the class and an opportunity to present the winner's trophy/rosettes.
- If sponsoring a feature, display or print item there is the opportunity for branding around the sponsored item.

£2,500 + VAT

# Emerald Sponsorship Opportunities



- 14 Sponsors badges (7 x Any One Day Tickets) (7 x Three Day Tickets)
- 8 Car parking labels
- Entry into Members' Area
- Entry into the exclusive Sponsors' area with hospitality and ringside viewing
- Company logo in the Show Guide & acknowledgment in the Catalogue
- Full page advertisement in the official Show Guide
- 6m x 6m open space trade stand
- 2 x Banners in the main ring
- 2 x Banners in the ring of your chosen sponsorship activity
- Up to 10 Member's luncheon tickets
- President's luncheon invitations
- Personalised social media advertising
- Press release mentions about your company's Show sponsorship.
- A link from the Kent County Show website to your company website to aid your site traffic (Kent Showground average annual visits: 458,000)
- Company logo on Kent County Show sponsorship web page
- If sponsoring a class commentary about your company during the class and an opportunity to present the winner's trophy/rosettes.
- If sponsoring a print item there is the opportunity for branding on the sponsored item

£5,000 + VAT

## Gold Sponsorship Categories

<b>Cattle Classes</b> Supreme Champion Dairy Supreme Champion Beef Ayrshire Channel Island Cattle Dexter Highland Holstein Limousin Sussex	<b>Sheep Classes</b> Romney  <b>Equine Classes</b> Arabs (Pure Bred & Anglo-arab or part bred) Children's Riding Ponies Hunter Breeding Ridden Hunters & Side Saddle	<b>Print Items</b> President's Luncheon Invitations (Includes 10 invites to attend luncheon on Friday 6th July)  <b>Show Areas</b> Country, Game and Canine Demonstration Kitchen Heritage and Vintage Vehicles Woodland Area Food and Farming
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## Emerald Sponsorship Categories

<b>Equine Classes</b> Welsh	<b>Show Jumping</b> Open Speed Classic The Detling Stakes	<b>Show Areas</b> Food Hall Trade/Shopping Area	<b>Print Items</b> Pre-paid public e-tickets
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# Diamond Sponsorship Opportunities



- 20 Sponsors Badges (10 x Any One Day Tickets) (10 x Three Day Tickets)
- 12 x Car parking labels
- 6m x 6m open space trade stand
- Entry into Members' Area
- Entry into the exclusive Sponsors' area with hospitality and ringside viewing
- Company logo in the Show Guide & acknowledgment in the Catalogue
- Sponsorship page on Kent County Show website (Page wrap or advert)
- Full Page advertisement in the official Show guide
- 4 x Banners in the main ring (Astor)
- 4 x Additional banners around the Show
- Up to 10 Member's luncheon tickets\*
- President's luncheon Invitations (Friday 6th July 2018)\*
- VIP tour of the Show
- 4 x Breakfast tickets
- Personalised social media advertising
- Press release mention about your company's Show sponsorship
- Company details on Society newsletter distributed to 1500 members
- A personal photographer to capture your sponsored competition presentation
- A link from the Kent County Show website to your company website to aid your site traffic (Kent Showground average annual visits: 458,000)
- Company logo on Kent County Show sponsorship web page
- If sponsoring a class commentary about your company during the class and an opportunity to present the winner's trophy/rosettes.
- If sponsoring a print item there is the opportunity for branding on the sponsored item

Plus £5,000 + VAT \*Dependant on level of sponsorship



## Diamond Sponsorship Categories

### Showjumping

The Grand Prix

### Main Show Entertainment

### Show Areas

Cattle Marquee

Garden Life Marquee

Please contact our sponsorship co-ordinator to discuss diamond opportunities further.

Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk)

Tel: 01622 633051

Website: [www.kentshowground.co.uk](http://www.kentshowground.co.uk)



# Kent County Agricultural Society

The Kent County Show is our flagship event of the year bringing together the best of Kent's farming, countryside and rural life offering a fantastic day out full of entertainment, food, animals and shopping. There a number of opportunities for sponsorship throughout the year including the chance to be involved in one of our other Society lead events.



## AGRI-EXPO

### Agri-Expo – 7th March 2018

A jointly organised event with Pitchfork Events, Agri-Expo is the South East's leading land-based industry Show. Agri-Expo takes place on the 7th March 2018 and attracts on average 3,000 visitors.



### Heritage Transport Show – 7th April 2018

The Heritage Transport Show displays approximately 700 vintage vehicles including motorbikes, cars, tractors, commercial buses and many more. The Show takes place on 7th April and attracts on average 5,000 visitors.



### Living Land – 3rd May 2018

The Living Land is a free, one day event offered to Kent school children in years 3 and 4 aimed at educating young children in the areas of farming, agriculture, countryside and healthy eating within the beautiful landscape of the Kent Showground, home to the Kent County Show. Now in its 15th year this popular event attracts 2,800 school children.

If you are interested in opportunities available at any of the above events please do get in contact and we would be happy to discuss further with you.



KENT COUNTY SHOW

6 7 8 JULY 2018 (FRI-SUN)

## SPONSORSHIP EXPRESSION OF INTEREST FORM

If you or your company are interested in sponsoring the Kent County Show and would like further information about one of our opportunities please complete this form and our Sponsorship Co-ordinator will be in touch to discuss options with you.

Company.....

Address.....

Telephone No.....

Email Address.....

Website.....

Contact Name.....

Social Media accounts.....

### Category of Sponsorship (please circle any of interest)

Show Area      Feature or Display      Print/Digital      Livestock Class      Equine Class

Please provide details of what is important to your company and what you would like to gain from sponsoring the Show.

Do you have an idea of budget for sponsorship at the Show?      Yes ☐      No ☐

If yes, please indicate budget below.

Please return your expression of interest form to Rosie Gouldsworthy,  
Kent County Agricultural Society, Kent Showground, Detling, Maidstone, Kent ME14 3JF.  
Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk)      Web: [www.kentshowground.co.uk](http://www.kentshowground.co.uk)      Tel: 01622 633051



**KENT COUNTY SHOW**  
**6 7 8 JULY 2018 (FRI-SUN)**  
**BANNER ADVERTISEMENT BOOKING FORM**

Company Name.....  
Address.....  
.....  
.....  
Telephone No.....  
Email Address.....  
Website/Social Media.....  
Contact Name.....

Ring	Price	Number of Banners	Cost	VAT
Main Astor Ring	£250 + VAT			
Countryside Ring	£150 + VAT			
Equine Rings	£150 + VAT			
Cattle Rings	£150 + VAT			
Young Farmers Rings	£150 + VAT			

**VAT REG NO. 661 9544 13**

**Total inc. VAT**

**£**

**Please note all banners are to be provided by the individual and will need to be 3m x 1m in dimension.**

Remittance payable to Kent County Agricultural Society to be forwarded with this application. Only Cheques drawn on British Banks are acceptable.

BACS DETAILS: Barclays Bank Sort Code: 20-54-11 Account Number: 60547948

*Please reference your company name if paying by BACS*

**PAYMENT BY CARD** Please charge £..... to my Mastercard ☐ Visa ☐ (please tick)

Card No: ..... Security Code: .....

Start Date: ...../...../..... Expiry Date: ...../...../.....

If card is registered to a different address to above please leave postcode and house number.....

Application forms must be completed and returned with full remittance to Rosie Gouldsworthy,  
Kent County Agricultural Society, Kent Showground, Detling, Maidstone, Kent ME14 3JF.

**Email:** rosie@kentshowground.co.uk **Web:** www.kentshowground.co.uk **Tel:** 01622 633051

**DEADLINE DATE:** 11 June 2018







Contact Rosie Gouldsworthy

Email: [Rosie@kentshowground.co.uk](mailto:Rosie@kentshowground.co.uk)

DD: 01622 633051

Website: [www.kentshowground.co.uk](http://www.kentshowground.co.uk)