



# Kent County Show Sponsorship Packages 2020

MAKING MEMORIES SINCE 1923



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

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# Why Sponsor the Kent County Show?



## 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.

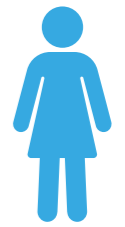
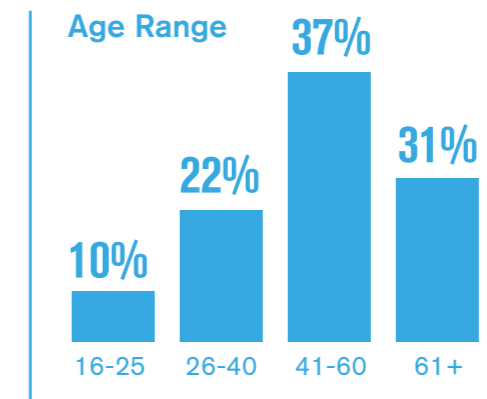
Patron: HRH Duke of Kent, KG

## Visitors Profile

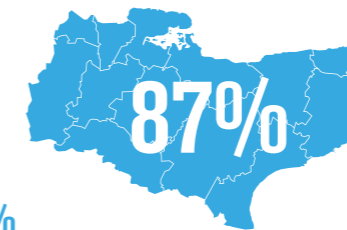
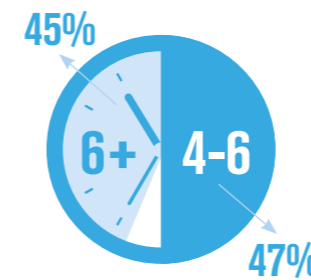
### General Public



Average Attendance  
**78,000**



Female Attendance  
**56%**



### Members



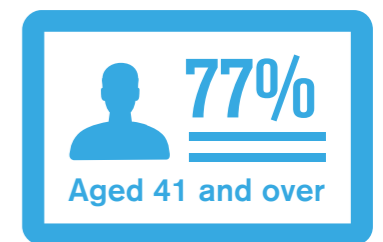
Circulation  
**1,000**



Male Attendance  
**64%**



**72%** Attend 2+ Days



Can't be reached by social media  
**57%**



# Media



**94** Press passes issued

## Print



## Broadcast



## Digital



# 2020 Kent County Show Sponsorship Opportunities

There are sponsorship opportunities for the 2020 Show to suit all companies. If you or your company are interested in joining us at the Show in 2020 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 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 2020 Kent County Show

Rosie Gouldsworthy  
Email: [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk)  
Telephone: 01622 633051



# 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
	Food & Farming
	Heritage & Vintage Vehicles
	Trade & Shopping Area
	Country, Game & Canine Area
	Kent Young Farmers
	Heavy Horse Village
	Working Show Dairy
Features & Displays	Kids Zone
	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 2020.

- 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  
Floral Display



# 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.
- 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



## Classes & Features available to sponsor at Amber Level

### 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.
- 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



## Classes & Features available to sponsor at Bronze Level

### Cattle Classes

Any other Pure Bred Dairy

### 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  
Heritage Vehicle 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.
- 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



## Classes & Features available to sponsor at Silver Level

### 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 Itinerary  
Tradestand and Exhibitors E-tickets  
Members Car Parking Hangers

### Show Areas

Public Car Park  
Enterprise Zone



# 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.
- 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



## Classes & Features available to sponsor at Gold Level

### Cattle Classes

Supreme Champion Dairy  
Supreme Champion Beef  
Ayrshire  
Channel Island Cattle  
Dexter  
Highland  
Holstein  
Limousin  
Sussex

### Sheep Classes

Romney

### Equine Classes

Arabs (*Pure Bred & Anglo-arab or part bred*)  
Children's Riding Ponies  
Hunter Breeding  
Ridden Hunters & Side Saddle

### Print Items

President's Luncheon Invitations  
(Includes 10 invites to attend luncheon on Friday 10th July)

### Show Areas

Country, Game and Canine  
Demonstration Kitchen  
Heritage and Vintage Vehicles  
Woodland Area  
Food and Farming  
Kids Zone

# 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.
- 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



## Classes & Features available to sponsor at Emerald Level

### Equine Classes

Welsh

### Show Jumping

Open Speed Classic  
The Detling Stakes  
Open Speed Classic  
The Detling Stakes

### Show Areas

Food Hall  
Trade/Shopping Area

### Print Items

Pre-paid public e-tickets



# Diamond Sponsorship Opportunities

Packages at this level will be bespoke.

- 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 10th July 2020)\*.
- 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 1000 members.
- A personal photographer to capture your sponsored competition presentation.
- A link from the Kent County Show website to your company website.
- 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

## Classes & Features available to sponsor at Diamond Level

**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 led events.



## Farm Expo – 4th March 2020

Farm Expo offers machinery, supplies, and services for the agricultural industry. With trade stands, seminars, debates, and networking opportunities, Farm Expo looks towards the future of farms, farming, and rural enterprises.



## Heritage Transport Show – 4th April 2020

The Heritage Transport Show displays approximately 700 vintage vehicles including motorbikes, cars, tractors, commercial buses and many more. The Show takes place on 4th April and attracts on average 5,000 visitors.



## Living Land – 7th May 2020

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 17th year this popular event attracts 2,800 school children.

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



## KENT COUNTY SHOW 10, 11, 12 JULY 2020 (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 contact 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

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			
Heritage Ring	£150 + VAT			

£

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

**Email:** [rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) **Web:** [www.kentshowground.co.uk](http://www.kentshowground.co.uk) **Tel:** 01622 633051





**Contact:**

**Rosie Gouldsworthy**

**[rosie@kentshowground.co.uk](mailto:rosie@kentshowground.co.uk) | 01622 633051**

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