



“

As a first time sponsor of the South of England show we were delighted with the amount of exposure the business had during the weekend. Our banners were well-positioned and visible throughout the site

SOUTHERN CRANES
AND ACCESS

”

SPONSORSHIP INFORMATION 2024





THE SOUTH OF ENGLAND AGRICULTURAL SOCIETY

The South of England Agricultural Society is a registered charity (No. 227033) dedicated to the celebration, promotion and support of farming, agriculture, countryside living and the rural community.

Central to the Society's remit is the provision of educational events, grants, awards, bursaries and scholarships for people with an interest or involvement in farming, agriculture and other related land-based industries.

All Society activities aim to celebrate, build awareness and develop understanding of the products that come from land based and allied industries, as well as the use and support of local suppliers.

THE SOUTH OF ENGLAND SHOW

The South of England Show is the premier agricultural show in the South East, attracting around 60,000 visitors over 3 days.

Sponsorship offers you or your company an opportunity to showcase your brand, products and services to an engaged audience whilst aligning with the South East's leading agricultural show and Society.

Sponsorship helps the Society fund in excess of £50,000 of prize and appearance money, as well as displays, demonstrations and valuable content which makes the South of England Show what it is and enjoyed year on year by 10's of thousands of people from across the South East.

SHOW STATISTICS

The South of England Show benefits from extensive media coverage across print, radio, television and digital platforms including:

Television, Radio, Print & Digital Media- estimates combined audience of 52.5 Million with regional and national coverage.

Social Media- combined number of followers of over 22,000:

 3,450  4,000  17,000

Email Database:

 30,000

Page Views:

 520,000

BBC SUSSEX
95.3 FM | 104.5 FM | 104.8 FM | bbc.co.uk/sussex

heart

itv
MERIDIAN

BBC
SOUTH
EAST
TODAY

SUSSEX
living
magazine

West
Sussex
Gazette

The Argus

HORSE-HOUND

SOUTH EAST
Farmer



WHY SPONSOR?

As a high profile, highly respected and well attended event the South of England Show offers a great opportunity to promote and raise awareness of your company, as well as engage with customers both old and new.

Sponsorship packages are available for all budgets, they are flexible and can be adjusted to suit your requirements.

Sponsorship of the South of England Show, offers promotion of your company not only during the show, but in many cases before and after the show.

BENEFITS OF SPONSORING AT THE SOUTH OF ENGLAND SHOW INCLUDE:

- Complimentary sponsors and sponsors guests tickets and forward parking passes
- Recognition of your support on our website and show collateral, including prize schedules, show catalogue, show programme
- Recognition of your support on our main ring screen
- Recognition of your support in our ring commentary
- Opportunity for us to promote your support on our Social Media and Show press releases
- Access to the VIP lounge with ring side seating and complimentary refreshments served all day
- Bespoke packages to promote your company
- Company banners located across the showground
- An invitation to Sponsors' Lunch on Saturday of the Show (only available in certain packages)
- An invitation to the President's reception on Friday of the Show (only available in certain packages)
- Advertising in Show Catalogue and/or programme





PREMIUM SPONSOR PACKAGES

HEADLINE SPONSOR (EXCLUSIVE)

£25,000

Take your sponsorship to the next level with an exclusive high-profile premium sponsorship package, which offers exclusive pre, at-Show and post-Show branding, marketing and PR and hospitality. Packages can be bespoke, built to meet your objectives and can include:

- Exclusive and visible sponsorship package available at the Show
- Incorporate your brand/logo with the South of England Show branding – your logo will be displayed every time the South of England Show logo is used before, during and after the Show and when referencing the 2024 Show
- Extensive and exclusive pre and post-Show branding and marketing opportunities
- Major at-Show branding opportunities including banners, videos, signage and displays on the Main Ring leader board
- Invitations to the Sponsors' Lunch on Saturday of the show for up to 10 people
- Invitations to President's reception on Friday of the show for up to 10 people
- The opportunity to have a 15m x 10m exhibition stand space in a prime location
- 40 x three-day Sponsors' Tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 60 x one-day Sponsors' Guest Tickets allowing entry into the Show and VIP Lounge with ring side seating
- 25 x Society car park passes (not guaranteed after 10 a.m.)
- 45 x banners – 15 x banners in the Main Ring and 30 x banners at locations of the Sponsor's choice (where possible)
- Social media posts advertising your company involvement with the show





PREMIUM SPONSOR PACKAGES

THE SOUTH OF ENGLAND PACKAGE £10,000

- Pre-Show and post-show branding and marketing opportunities
- 25 x three-day Sponsors' Tickets allowing entry into the Show and VIP Lounge with ring side seating
- 25 x one-day Sponsors' Guest Tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 25 x Society car park passes (not guaranteed after 10 a.m.)
- Invitation for up to 10 people to attend Sponsors' Lunch on the Saturday of the Show
- Invitation for up to 10 people to attend the President's reception on the Friday of the show
- Opportunity to have a 12m x 6.5m exhibition stand space in a prime location
- Full page advertisement in the Show Programme and show Catalogue
- Logo displayed on the Main Ring leaderboard
- Mention in Ring commentary
- Company logo and weblink on the Society website
- 14 x banners – 5 x banners in the main Ardingly Ring and 9 x banners at a location the Sponsor's choice (where possible)
- Social media posts advertising your company involvement with the show





SPONSOR PACKAGES

We offer six different sponsorship packages, according to your sponsorship value. These options are listed below, the benefits can be selected by you meaning that each package will be bespoke to meet your needs and objectives.

THE SUSSEX PACKAGE £5000+

(YOU MAY SELECT UP TO 12 OF THE BELOW BENEFITS)

- 10 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 10 x one-day Sponsors' Guest tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 10 x Society car park passes (not guaranteed after 10 a.m.)
- Invitation for up to 6 people to attend President's reception on the Friday of the Show
- Invitation for up to 6 people to attend a Sponsors' Lunch on the Saturday of the Show
- Full page colour advertisement in the Show Programme
- Full page black and white advertisement in the Show Catalogue
- 2 x complimentary copies of the Show Programme
- Logo displayed on the Main Ring leader board
- Mention in Ring commentary
- Company logo and weblink on the Society website
- 8 x banners – 2 in the Main Ring, 4 on the perimeter fence and 2 in an outer ring
- Opportunity to present prizes and trophies for class/section sponsored
- Social media posts advertising your company involvement with the show





SPONSOR PACKAGES

THE ARDINGLY PACKAGE £2500-£4999

(YOU MAY SELECT UP TO 10 OF THE BELOW BENEFITS)

- 8 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 8 x one-day Sponsors' Guest tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 8 x Society car park passes (not guaranteed after 10 a.m.)
- Invitation for up to 4 people to attend Presidents reception on the Friday of the Show
- Invitation for up to 4 people to attend a Sponsors Lunch on the Saturday of the Show
- 2 x complimentary copies of the Show Catalogue/Programme
- Company logo in Show Catalogue
- Logo displayed on the Main Ring leader board
- Mention in the ring commentary (Prize Sponsors only)
- Company logo and weblink on the Society website
- 6 x banners - 2 in the Ardingly Ring, 2 on the perimeter fence and 2 on outer fencing
- Opportunity to present prizes and trophies for class/section sponsored



THE SOUTHDOWN PACKAGE £1000- £2499

(YOU MAY SELECT UP TO 9 OF THE BELOW BENEFITS)

- 6 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 6 x one-day Sponsors' Guest tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 6 x Society car park passes (not guaranteed after 10 a. m.)
- Invitation for up to 4 people to attend a Sponsors' Lunch on the Saturday of the Show
- 2 x complimentary copies of the Show Catalogue/Programme
- Logo in Show Catalogue
- Logo displayed on the Main Ring leader board
- Mention in the ring commentary
- Company logo and weblink on the Society website
- 5 x banners - 2 in the Ardingly Ring, 2 on the perimeter fence and 1 on outer fencing
- Opportunity to present prizes and trophies for class/section sponsored





SPONSOR PACKAGES

THE LINDFIELD PACKAGE £500-£999

(YOU MAY SELECT UP TO 8 OF THE BELOW BENEFITS)

- 4 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 4 x one-day Sponsors' Guest tickets allowing entry into the Show and VIP Lounge with ring-side seating
- Invitation for 2 people to attend a Sponsors' Lunch on the Saturday of the show
- 2 x Society car park passes (not guaranteed after 10 a.m.)
- 2 x complimentary copies of the Show Programme
- Logo displayed on the Main Ring leader board
- Mention in the ring commentary (Prize Sponsors only)
- Company logo and weblink on the Society website
- 2 x banners - 1 in the appropriate ring and 1 in the Main Ardingly Ring
- Opportunity to present prizes and trophies for class / section sponsored



THE CHURCHILL PACKAGE £250-£499

(YOU MAY SELECT UP TO 5 OF THE BELOW BENEFITS)

- 2 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 2 x one-day Sponsors' Guest tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 1 x Society car park pass (not guaranteed after 10 a.m.)
- Logo displayed on the Main Ring leader board
- Logo in the Show Catalogue
- Mention in the ring commentary (Prize Sponsors only)
- Opportunity to present prizes and trophies for class / section sponsored



THE SELSFIELD PACKAGE £100-£250

(YOU ARE ENTITLED TO EACH ONE OF THE BELOW)

- 1 x three-day Sponsors' ticket allowing entry into the Show and VIP Lounge with ring-side seating
- 1 x one-day Sponsors' Guest ticket allowing entry into the Show and VIP Lounge with ring-side seating
- 1 x banner - in the appropriate area



We endeavour to ensure packages are tailor-made to suit the individual needs and budget of our sponsors, so please contact us for more details or discuss further sponsorship@seas.org.uk or 01444 892700



WHAT'S AVAILABLE TO SPONSOR

Below are some of the areas that you could sponsor. Please do let us know if you have a particular interest or would like to target a specific audience at the show. We can then talk you through the options available.

LIVESTOCK SECTION

Our Livestock section is one of the most important aspects of the show, with options to sponsor: Breed classes and championships, daily displays and demonstrations, livestock buildings and marquees, the Grand Livestock Parade in the Main Ring, as well as cattle appearance money (given to exhibitors to help cover the overheads of attending the Show)



EQUESTRIAN SECTION

Our equestrian section is renowned in the equestrian world, attracting top class competitors from all over the country.

Options of sponsorship will include: classes and championships, International showjumping, the Heavy Horse Village as well as equestrian rings and displays.



MAIN RING

At the centre of the Show is our Main Ring with a packed timetable of top class competitions and displays. Our members and VIPs enjoy ring-side seating. Sponsorship opportunities include: the Main Ring itself. Main Ring attractions and leader/score board

PRINTED SHOW COLLATERAL

The show has a large amount of printed show collateral, that is distributed to thousands of people including: members, trade exhibitors, competitors, VIPs, volunteers and the general public.

These options would give you the opportunity to have your company name, logo etc on the printed collateral for the Show.

Opportunities include: Show Map, 'You are Here' boards, vehicle passes, and ticket folders etc.



If you would like to discuss any of the above or find out what other opportunities we have available please contact us on sponsorship@seas.org.uk or call 01444 892700, we would be more than happy to discuss everything with you to tailor a package that best suits you or your company's needs, budgets and interests.

4th May 2024	Deadline for sponsors to send logos and adverts to Geerings printers (see specification)
25th May 2024	Sponsors confirms names of their representatives for prizegiving
3-4 weeks before show	Show passes issues by SEAS
1st June 2024	Deadline for sponsor to send banners to SEAS office
7th-9th June 2024	South of England Show
19th June 2024	Deadline for banners to be collected from SEAS

VAT

Please be aware that all sponsorship is subject to VAT

DONATIONS UNDER £100

Any amounts under £100 are considered a donation, please get in touch with us to discuss in more detail. Donations are free from VAT.

BANNER ADVERTISING

Additional banners can be placed around any of the rings or the perimeter fence at the price of:
£100 plus VAT for side rings and perimeter fence
£150 plus VAT for around the main ring

A THANK YOU TO SOME OF OUR 2023 SPONSORS

