



**SOUTH OF
ENGLAND
SHOW**
7,8,9 JUN 24



“

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 OPPORTUNITIES 2024





SPONSORSHIP OPPORTUNITIES

PRESIDENTS RECEPTION (FIRST DAY OF THE SHOW)

EXCLUSIVE- £5000 / NON EXCLUSIVE - £2500

Taking place on the first day of the Show in the VIP lounge and lawn overlooking the Ardingly Ring, the President's Reception is an opportunity for Show Sponsors to meet each other and the Society's President and guests and offers excellent networking opportunities.



MAIN ARDINGLY RING £3500

Brand and name the main ring which is the heart and most popular part of the show. The Ardingly Ring is full of action packed performances and displays which attract a large audience on all three days who will see your logos and branding.

MAIN ARDINGLY RING LEADERBOARD £2500

Position your brand on the Ardingly Ring leaderboard screen located in the heart and most popular area of the Show. Your logo/branding will feature on the screen which is used to display the Ardingly Ring programme and competitor information on all three days of the Show, there are also options to have a video advert running at various times throughout the show.



SHOW TICKET & WALLET £2500

Feature your brand on the Show Tickets and Wallet which are distributed to members, attendees, VIPs, guests, stewards, judges, traders and competitors.

SHOW CAR PARK PASSES £2500

Position your brand on the Show's Car Park Passes which are distributed to VIPs, guests, sponsors, exhibitors, displays, traders and competitors. The passes will be hung in the windscreen of thousands of vehicles parking at the showground.



FOOD VILLAGE AND FOOD HALL £2500

The Food Village and Food Hall feature the finest food and drinks suppliers from local spirits to homemade fudge. Incorporating the Queen's Jubilee Hall and outdoor area located next to the Green Gate entrance, this is one of the Show's most popular food and drink retail attractions.

VINTAGE AGRICULTURAL MACHINERY ZONE £2000

Brand and name the popular Agricultural Machinery Zone incorporating vintage tractors and steam traction engines. A highly popular part of the Show programme. Place signage and branding around the area, in the display ring and in printed collateral where the area is mentioned.





SPONSORSHIP OPPORTUNITIES

GRAPE AND GRAIN WALK £1500

Now in its 5th year, this area allows local vineyards and breweries to showcase their produce, to show visitors. Located within the Food Village and adjacent to the Bandstand, this area has significant dwell time, and is proving extremely popular. It offers an ideal location to place signage and branding opportunities.

BEEES AND HONEY MARQUEE £1500

The Bees & Honey marquee, provides fantastic displays and demonstration, including a real hive. Educating the public about bees, their care and products. The marquee also showcases a number of local beekeepers products from honey to wax products.



HORTICULTURAL SECTION £1500

Always a popular section of the show, this marquee will house entries from our children's growing in containers competition, which has been a very effective way of educated all our future gardeners to horticulture. The marquee will also contain horticultural and gardening displays. Opportunities include branding of the marquee, and having a presence inside to promote and raise awareness of your business.



VIP LOUNGE £2500

The exclusive VIP Lounge is situated in the Norfolk Pavilion with its own lawn area overlooking the main ring. Sponsors are invited to use this hospitality area along with their guests. The Lounge Sponsor will have naming rights as well as the opportunity to display collateral and signage around this exclusive area , whilst providing an excellent opportunity to network with the Show's sponsors.



SOCIETY MEMBERSHIP BOOTH £1500

The Society's Membership Booth is positioned outside of the Members Pavilion of the Show. Highly visible, the booth offers optimum branding opportunities and offer high traffic levels thanks to being located adjacent to the Members Pavilion and being the go-to point for membership enquiries and renewals.



SHOW MAP £2000

This package includes both branding and a colour advert on the South of England Show's Official Map which is distributed to trade exhibitors, supporters and volunteers, VIPs, members and visitors before and at the Show.

LARGE SHOW MAP AT ENTRANCE GATES £1500

Located at each of the 3 public entrance gates, these large 2m x 2m maps outline the layout of the show, and sponsorship of these maps give the opportunity to put your logo on the maps, in clear view of everyone coming through the public entrances.



SPONSORSHIP OPPORTUNITIES

YOU ARE HERE BOARDS £1500

Put your brand front and centre on 30 highly visible 'You Are Here Boards' positioned around the Show. Highly visible branding opportunities are available on this essential visitor reference point.

BALCOMBE RING £1500

Brand and name this showjumping ring where visitors gather to experience the excitement of top class riders competing on all three days of the show.

CUCKFIELD RING £1500

Brand and name this equestrian showing ring where visitors gather to watch the excitement of the competitions and equine competitors strutting their stuff to win a coveted rosette.

HACKNEY RING £1500

Brand and name this equestrian showing and display ring. Across the three days this ring hosts a number of exciting competitions and equestrian displays.

HEAVY HORSE VILLAGE & PARADE £5000

Name the famous Heavy Horse Village after your company and benefit from high-level signage opportunities as well as featuring on the Show Maps. A popular feature and area where visitors can come face-to-face with the Show's heavy horse stars.

DISCOVER THE COUNTRYSIDE ZONE

EXCLUSIVE- £3000 / NON EXCLUSIVE - £1500

The Discover the Countryside Area is a green oasis in the midst of the Showground, offering a variety of countryside experiences and educational opportunities. Sponsorship of this large area offers unique branding opportunities as well as the chance to have a display or exhibition space in this popular zone which includes the Countryside Hub which is home to activities and displays aimed at children and their families.

INTER-HUNT RELAY (FRIDAY, SATURDAY & SUNDAY)

EXCLUSIVE- £4000 / NON EXCLUSIVE - £2000

The Inter-Hunt Relay is one of the most popular attractions on the Show's programme, drawing a big crowd to the main Ardingly Ring. Local Hunts compete in two heats on the Friday and Saturday with the Semi-Finals and Final taking place on Sunday of the Show. Opportunities include prize giving presentations, branding around the Ardingly Ring and on the leaderboard.





SPONSORSHIP OPPORTUNITIES

SHEEP SHOW £2000

Align your brand with the hugely popular Sheep Show, an educational and humorous live stage event starring a cast of ewes, rams and their two-legged MC. The Sheep Show has a loyal following and is guaranteed to draw the crowds to its three shows on each day of the show.

CAVALCADE OF HOUNDS (FRIDAY, SATURDAY & SUNDAY)

EXCLUSIVE- £2000 / NON EXCLUSIVE - £500

This highly-popular display and parade takes place on each day of this Show in the main Ardingly Ring, Branding opportunities including announcement of sponsorship during the display and branding on the Ardingly Ring leadboard.

COUNTRYSIDE RING £2000

New for 2024, this ring will be in the heart of the show, and host a full programme of displays and demonstrations across the 3 days of the show. Sponsorship of this ring, will mean your company will be mentioned when the ring is covered, including pre-show collateral and during show commentary.

STOCKMANS DINNER £2500

Taking place on the Saturday evening for all our livestock exhibitors, this offers not only an opportunity for branding and signage on tickets and at the event, it's a great opportunity to increase your brand awareness with the farming committee.

LIVESTOCK SECTION- PIG RING £1000

This ring hosts all our pig competitive classes as well as being home to the ever popular Piggy Pranks.

LIVESTOCK SECTION- SHEEP & GOAT RING £1000 (EACH)

Hosting our competitive Sheep and Goat classes of the show, centrally located in the livestock area of the show.

LIVESTOCK SECTION- CATTLE RING £1000

The cattle rings are a must visit for all our show visitors. Hosting our Dairy, Beef and Young handler classes, as well as the highly competitive and a number of other displays throughout the three days of the show.

LIVESTOCK SECTION- CATTLE APPEARANCE £3000

The cattle exhibitors at the South of England Show are paid an appearance fee to cover the costs of bringing their livestock to the show. This is a unique opportunity for you to increase your brand awareness within the farming community and our wider audience.





SPONSORSHIP OPPORTUNITIES

CHILDREN'S COOKERY WORKSHOPS - £2000

These free cookery workshops for children take place throughout the 3 days of the show, in our NFU barn. Sponsorship of these workshops means a great opportunity to engage with our families at the show, as well as your branding and company being highlighted where-ever the workshops are mentioned.

SHOWJUMPING FLOWERS £600

Sponsor the coveted Showjumping flowers positioned in the main Ardingly Ring offering branding and signage opportunities

YOUNG FARMERS' CLUB

EXCLUSIVE- £1000/ NON EXCLUSIVE - £500

This busy display is home to the Young Farmers' Clubs competitions. There is a high volume of visitors to engage with your branding and signage

MAIN RING ATTRACTION £3000

Each year we have a main ring act, as the focus of our main ring, these attractions vary each year and are always a key feature of our show advertising, sponsorship of the main ring attraction would mean your company would be mentioned in all pre-show collateral when the act is mentioned as well as during the show.

THE BANDSTAND

EXCLUSIVE- £1500 / NON EXCLUSIVE - £750

Brand and name the Bandstand which is home to the popular 'Casablanca Steps'. Situated within the food village, this is the ideal place for visitors to take some time to relax while enjoying the musical entertainment and a glass of wine from the Grape and Grain Walk. This offers unique branding and signage opportunities both inside and outside the area.

This is not an exhaustive list, for further options and to discuss options within your specific area of interest please call us on 01444 892700 or email sponsorship@seas.org.uk





PRIZE SPONSORSHIP- EQUESTRIAN

Please see below a list of the Equestrian (Showjumping and Showing) competition sponsorship opportunities. Select the Class and Category that you are interested in and complete and return the Sponsorship Application Form on page 14.

Once we have received your completed Form we will contact you to confirm availability.

Categories with a 'LIHS' prefix refer to 'London International Horse Show' qualifiers and an 'RIHS' prefix refers to 'Royal International Horse Show' qualifiers.

PLEASE NOTE: Classes and days are subject to change

SHOWJUMPING

Category	Day/ Location	Exclusive Sponsorship	Non Exclusive Sponsorship
Area Trial	Friday- Ardingly Ring	£4000	£2000
HOYS Grade C	Friday- Ardingly Ring	£900	£450
Newcomers / 1.10m	Friday- Balcombe Ring	£600	£300
Foxhunter / 1.20m	Friday- Balcombe Ring	£680	£300
1.35m Open	Friday- Balcombe Ring	£1350	£500
1m Open	Friday- Balcombe Ring	£250	N/A
Discovery	Friday- Balcome Ring	£250	N/A
Grand Prix	Saturday- Ardingly Ring	£3600	£1500
Discovery	Saturday- Balcome Ring	£250	N/A
Newcomers / 1.10m	Saturday- Balcombe Ring	£660	£300
1.00m Open	Saturday- Balcombe Ring	£200	N/A
Foxhunter / 1.20m	Saturday- Balcombe Ring	£680	£300
1.30m Open	Saturday- Balcombe Ring	£1200	£600
1.40m Open	Saturday- Balcombe Ring	£1500	£750
Grade C Championship final	Sunday - Ardingly Ring	£1035	£550
BS International Stairway	Sunday- Ardingly Ring	£7500	£3750
1m	Sunday- Balcombe Ring	£200	N/A
Discovery	Sunday- Balcombe Ring	£250	N/A
Newcomers / 1.10m	Sunday- Balcombe Ring	£660	£300
Foxhunter / 1.20m	Sunday- Balcombe Ring	£680	£300
1.30 Open	Sunday- Balcombe Ring	£750	N/A



PRIZE SPONSORSHIP- EQUESTRIAN

SHOWJUMPING

Category	Day/ Location	Exclusive Sponsorship	Non Exclusive Sponsorship
National Amateur 85cm	Saturday - Cuckfield Ring	£200	NA
British Novice 90cm	Saturday - Cuckfield Ring	£200	NA
National Amateur 95cm	Saturday - Cuckfield Ring	£200	NA
National Amateur 1.05cm	Saturday - Cuckfield Ring	£250	NA
Unaffiliated 60cm	Saturday - Cuckfield Ring	£100	NA
Unaffiliated 70cm	Saturday - Cuckfield Ring	£100	NA
Unaffiliated 80cm	Saturday - Cuckfield Ring	£100	NA
Unaffiliated 90cm	Saturday- Cuckfield Ring	£100	NA

SHOWING

Category	Day/ Location	Exclusive Sponsorship	Non Exclusive Sponsorship
Heavy Horse Turnouts Teams	Friday- Ardingly Ring	£200	NA
In-Hand Shetlands	Friday- Cuckfield Ring	£300	NA
In Hand Coloureds	Friday- Cuckfield Ring	£225	NA
RIHS Ridden Coloureds	Friday - Cuckfield Ring	£275	NA
BSPS Performance Coloureds	Friday - Cuckfield Ring	£150	NA
Foreign Breeds	Friday - Cuckfield Ring	£360	NA
Ridden Heavy Horse	Friday - Cuckfield Ring	£100	NA
Light and Sport Horse Breeding	Friday- Hackney Ring	£300	NA
Mountain & Moorland In Hand Small and Large	Friday- Hackney Ring	£300	NA
Veteran Horse	Friday- Hackney Ring	£220	NA



PRIZE SPONSORSHIP- EQUESTRIAN

SHOWING

Category	Day/ Location	Exclusive Sponsorship	Non Exclusive Sponsorship
Heavy Turnouts Pairs	Saturday- Ardingly Ring	£150	N/A
HOYS Scurry Driving	Saturday- Ardingly Ring	£1350	£650
Rising Star Championship	Saturday - Cuckfield Ring	£150	NA
Rising Star Ridden Hunters	Saturday - Cuckfield Ring	£200	NA
Rising Star Ridden Cobs	Saturday - Cuckfield Ring	£200	NA
Rising Star Riding Horse	Saturday - Cuckfield Ring	£100	NA
Rising Star Hack	Saturday - Cuckfield Ring	£100	NA
Rising Star Ladies Show Horse	Saturday - Cuckfield Ring	£100	NA
Rising Star Racehorse to Show Horse	Saturday - Cuckfield Ring	£100	NA
Rising Star Championship	Saturday - Cuckfield Ring	£150	NA
Mountain & Moorland Ridden	Saturday - Hackney Ring	£550	£250
BSPS Performance Ponies	Saturday - Hackney Ring	£150	NA
BSPS Heritage Lead Rein Working Sports Pony	Saturday - Hackney Ring	£100	NA
Heavy Horse Turnouts Singles	Sunday- Ardingly Ring	£300	N/A
Side Saddle Concours, Costume	Sunday- Ardingly Ring	£350	N/A
Champion Supreme Show Horse	Sunday - Ardingly Ring	£1000	£500
Open ROR	Sunday - Hackney Ring	£100	NA
RIHS Maxi Cob L'WT & H'WT	Sunday- Hackney Ring	£550	£250
Ridden Open	Sunday- Hackney Ring	£100	N/A
RIHS Ridden Open Amateur Hunter	Sunday- Hackney Ring	£100	N/A
Hunter Championship	Sunday- Hackney Ring	£150	N/A
RIHS Hacks	Sunday- Hackney Ring	£450	N/A
RIHS Riding Horses	Sunday- Hackney Ring	£450	N/A
Side Saddle Equitation	Sunday- Hackney Ring	£100	N/A
Side Saddle Concours	Sunday- Hackney Ring	£100	N/A



PRIZE SPONSORSHIP- LIVESTOCK

Category	Day/ Location	Exclusive Sponsorship	Non Exclusive Sponsorship
Aberdeen Angus	Friday	£550	£275
Sussex	Friday	£600	£300
Hereford	Friday	£550	£275
Charolais	Friday	£550	£275
Simmental	Friday	£550	£275
Blonde	Friday	£550	£275
Limousin	Friday	£550	£275
British White	Friday	£550	£275
Beef Shorthorn	Friday	£550	£275
Highland	Friday	£550	£275
Dexter	Friday	£550	£275
Belgium Blue	Friday	£550	£275
Parthenaise	Friday	£550	£275
Murray Grey	Friday	£550	£275
Longhorns	Friday	£550	£275
Belted Galloway	Friday	£550	£275
Galloways	Friday	£550	£275
Any Other Breed- Beef	Friday	£650	£325
Supreme Beef Champion	Friday	£700	£350
Inter Breed Junior Native Beef	Saturday	£150	N/A
Inter Breed Junior Continental Beef	Saturday	£150	N/A
Team of 4 (Beef)	Saturday	£1200	£600
Beef Heifer Sweepstakes	Sunday	£120	N/A
Commercial Beef	Saturday	£750	£375
Beef Leaders	Sunday	£250	N/A
Tidy Cattle Lines	Friday, Saturday & Sunday	£500	N/A



PRIZE SPONSORSHIP- LIVESTOCK

DAIRY CATTLE

Code	Category	Day/ Location	Exclusive Sponsorship	Non Exclusive Sponsorship
DA1	Ayshire	Saturday	£800	£400
DA2	Holstein	Saturday	£1000	£500
DA5	Any Other Dairy Breed	Saturday	£700	£350
DA7	Inter Breed Dairy Breeders Group	Saturday	£370	N/A
DA8	Super Dairy Cow	Saturday	£620	£300
DA9	Superme Dairy Awards	Saturday	£700	£350
DA10	Best Dairy Female	Saturday	£120	N/A
DA12	Dairy Heifer Sweepstake	Sunday	£30	N/A
DA11	Dairy Leaders	Sunday	£250	N/A



PRIZE SPONSORSHIP- LIVESTOCK

Category	Day/ Location	Exclusive Sponsorship	Non Exclusive Sponsorship
Southdown	Friday	£550	£275
Suffolk	Friday	£550	£275
Texel	Friday	£550	£275
Continental	Friday	£450	£250
Longwool	Friday	£400	£250
Hill & Heath	Friday	£400	£250
Shortwool	Friday	£400	£250
Beltex	Friday	£550	£275
Lleyn	Friday	£400	£250
Zwartbles	Friday	£450	£250
Kerry Hill	Friday	£400	£200
Butchers Lambs	Friday	£150	N/A
Livestock Exhibitor Awards	Friday	£25	N/A
Supreme Sheep Championship	Saturday	£110	N/A
Inter Breed Group Championship	Saturday	£170	N/A
Wool on Hoof	Saturday	£100	N/A
Inter-Breed Teams of 4	Saturday	£100	N/A
Sheep Leaders	Sunday	£60	N/A
Sheep Sweepstakes	Sunday	£20	N/A



PRIZE SPONSORSHIP- LIVESTOCK

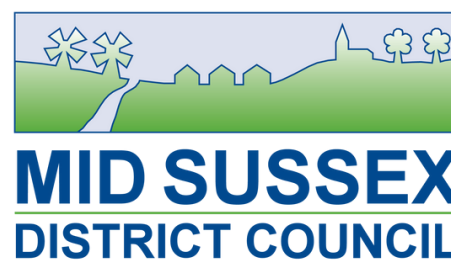
PIGS

Category	Day/ Location	Exclusive Sponsorship	Non Exclusive Sponsorship
Berkshire	Friday	£400	£200
Saddlebacks	Friday	£400	£200
British Lop	Friday	£400	£200
Large Black	Friday	£400	£200
Oxford Sandy & Black	Friday	£400	£200
Gloucester Old Spot	Friday	£400	£200
Middle White	Friday	£400	£200
Large White	Friday	£400	£200
Duroc	Friday	£400	£200
Modern	Friday	£400	£200
Traditional	Friday	£400	£200
Kune Kune	Friday	£500	£250
Livestock Exhibitor Awards	Friday	£25	N/A
Commercial Live	Friday	£600	£300
Inter Breed Championship	Saturday	£110	N/A
September Gilt	Saturday	£70	N/A
Pairs	Saturday	£80	N/A
Novice	Saturday	£80	N/A
Pig Handler	Sunday	£80	N/A
Three Generation Pig	Saturday	£70	N/A

GOATS

Code	Category	Day/ Location	Exclusive Sponsorship	Non- Exclusive Sponsorship
CO1	Dairy Goats- Friday Show	Friday	£1000	£250
CO2	Diary Goats- Saturday Show	Saturday	£1000	£250

A THANK YOU TO SOME OF OUR 2023 SPONSORS



USEFUL INFORMATION

KEY DATES

4th May 2024	Deadline for sponsors to send logos and adverts to Geerings printers (see specification)
25th May 2024	Sponsors confirms names of thier 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

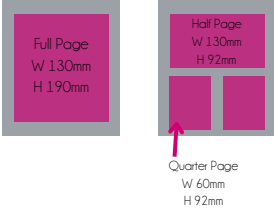
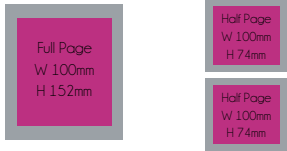





DONATIONS UNDER £100

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

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

ARTWORK SPECIFICATION

Accepted Formats	
Programme	Catalogue
Finished Trim Size: 148mm wide x 210mm high Note: Sizes below are to fit the type area of publication	Finished Trim Size: 120mm wide x 178mm high Note: Sizes below are to fit the type area of publication
	
 InDesign CC- Include: job files, 3mm bleed on all sides, all images and fonts. CMYK colour space.	
 Photoshop CC- Tiffs, JPEGs, PSD files. CMYK Colour space	
 Illustrator CC- Include: AI file, outlined EPS file, all images and fonts. CMYK colour space	
 Acrobat Pro DC- PDFs: High Quality Print CMYK,3mm bleed on all sides, 300dpi images, 1200dpi lineart, transparency flattened, fonts embedded	
 QuarkXPress 8 - include: job files, 3mm bleed on all sides, all images and fonts.	
Images	CMYK colour space. Images 300dpi, logos/lineart at 1200dpi- at the size they are being used
PDF	Please use High Quality Print setting. CMYK colour space. Please ensure all fonts are embedded. Images at 300dpi, logos/lineart at 1200dpi.
Email	There is a 10mb limit, should your files be larger than this please use a file transfer service or contact us for the FTP Website instructions.
FTS	Please use one of the file transfer services available online eg. High Tail, We transfer, with our contact being jim.skwarek@geeringsprint.co.uk
FTS	Please contact mike.okill@geeringsprint.co.uk for FTP instructions