







We were delighted with the amount of exposure the business sponsorship at the show gave us. Our banners were well-positioned and visible throughout the site.

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# SPONSORSHIP INFORMATION 2026





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.

# WHY SPONSOR THE SOUTH OF ENGLAND SHOW?

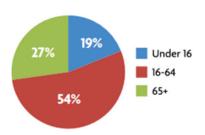
The South of England Show is the premier agricultural show in the South East, attracting around 60,000 visitors over 3 days.

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.

As a high profile, highly respected event the South of England Show has a proven track record of delivering return on investment for our sponsors. Through effective targeted branding and publicity, your company can gain exposure and connect with our loyal and highly sought after audience.

# VISITOR PROFILE

Age Range of visitors



Average attendance 60,000



Visitors from across the South East





# SHOW STATISTICS & MEDIA PARTNERS

Potential media reach of South of England Show from press coverage = 1.6 billion people. With regional and national coverage.

Social Media combined number of followers of over 28,000:







**Email Database:** 



40,000

Page Views:



445,000

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













West

Sussex Cazette







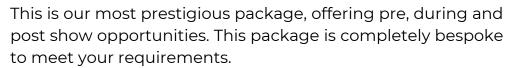






# HEADLINE SPONSOR £30,000 +

As headline sponsor of the South of England Show, your business would have a unique opportunity to market their brand to our 60,000 attendees at the show.





- Naming rights to the show e.g. The South of England Show in association with.....
- Incorporate your logo in show branding and website
- Inclusion in e-comms related to the show
- Pre-Show and post-show branding and marketing opportunities
- Trade space in a prime location of your choice (size dependent on location)
- Sponsors' & Guests Tickets allowing entry into the Show and VIP Lounge with ring side seating
- Hospitality options
- Invitation to attend Sponsors' Lunch on the Saturday of the Show
- Invitation to attend the President's reception on the Friday of the show
- Advertisement in the Show Programme and show Catalogue
- Logo displayed on the Main Ring leader board
- Mention in Ring commentary
- Company logo and weblink on the Society website
- Banners across the showground
- Social media posts advertising your company involvement with the show

To discuss this package please email us on Sponsorship@seas.org.uk









# PREMIUM SPONSORSHIP £10,000 +

Premium packages are bespoke and could include:

- Pre-Show and post-show branding and marketing opportunities
- Sponsors' Tickets allowing entry into the Show and VIP Lounge with ring side seating
- Sponsors' Guest Tickets allowing entry into the Show and VIP Lounge with ring- side seating
- Invitation to attend Sponsors' Lunch on the Saturday of the Show
- Invitation to attend the President's reception on the Friday of the show
- Opportunity to have exhibition stand space in a prime location to advertise/promote your business/ services
- Advertisement in the Show Programme and show Catalogue
- Logo displayed on the Main Ring leader board
- Mention in Ring commentary
- Company logo and weblink on the Society website
- Banners in the main Ardingly Ring and around the showground
- Social media posts advertising your company involvement with the show

To discuss this bespoke package please email us on Sponsorship@seas.org.uk











# SUSSEX PACKAGE £5000+

- 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













# ARDINGLY PACKAGE £3000 +

- 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

# **SOUTHDOWN PACKAGE £2000 +**

- 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













# LINDFIELD PACKAGE £1000 +

- 5 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 5 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
- 3 x banners 1 in the appropriate ring, 1 in outside ring and 1 in the Main Ardingly Ring
- Opportunity to present prizes and trophies





# **CHURCHILL PACKAGE £500 +**

- 3 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 3 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 (over £750 only)
- 1 x Society car park pass (not guaranteed after 10 a.m.)
- 2 x banners 1 in the appropriate ring and 1 in the Main Ardingly Ring
- Logo displayed on the Main Ring leade rboard
- Logo in the Show Catalogue
- Mention in the ring commentary (Prize Sponsors only)
- Opportunity to present prizes and trophies





# **SELSFIELD PACKAGE £100 +**

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



Some sponsorship options can be shared among multiple sponsors as non-exclusive sponsorship.

# **AROUND THE SHOWGROUND**

# PRESIDENTS RECEPTION (FIRST DAY OF THE SHOW) - £5000

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.



The exclusive VIP Lounge is situated in the Norfolk Pavilion with its own ring side seating 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.



The Discover the Countryside Area is a green oasis in the midst of the Showground, home the Countryside Hub with activities and displays aimed at children and their families. As well as offering a variety of countryside experiences and educational opportunities.

# 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 the Show's most popular food and drink retail attractions.

# COUNTRYSIDE RING - £2000

Right 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, on show maps, timetables and during show commentary.

# 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.













#### RE-ENACTMENT VILLAGE - £1500

This is popular area of the show, features warriors of old with their weapons and armour, travelling blacksmiths and carpenters and even cooking demonstrations. This fascinating zone is jam-packed with fun, historical stands as well as daily battle re-enactments.

#### BEES AND HONEY MARQUEE - £1500

The Bees & Honey marquee, provides fantastic displays and demonstrations, 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.

#### GRAPE AND GRAIN WALK - £1500

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.

# MADE IN SUSSEX - £1500

This area allows local Sussex producers to showcase the amazing quality and diversity of produce, growth or produced in Sussex. It offers an ideal location to place signage and branding opportunities.

#### 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.

#### CHILDREN'S COOKERY WORKSHOPS - £1500

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.













# YOUNG FARMERS' CLUB - £1500

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

#### THE BANDSTAND - £1500

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.

#### SHFFP SHOW - f1500

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.

#### THE JOURNEY OF WOOL - £1500

This interactive displays shows the journey of wool from the shearing of the sheep, to the weaving and production of clothes and products.

# WOODLAND & TRADITIONAL RURAL CRAFTS AREA - £1000

This area highlights the often ancient crafts and woodlands skills, many of which originate in Sussex. Featuring demonstrations in trug, stick, hurdle, basket, corn dolly making, and hedge laying. As well as Bushcraft and forestry displays.

#### LIVING LAND THEATRE KEY SPONSOR - £3500

With its own bespoke sponsorship package. This area focuses on the challenges faced in our area by farmers and land owners, providing an area for them to come and speak to their peers, and experts in the industry, offering support and techniques on how to tackle these challenges. As a key sponsor in this area you would have an opportunity to host events in the area, be part of debates, and networking events, as well as have a presence in the marquee throughout the 3 days of the show.

Please contact us to discuss more specific sponsorship details.

#### LIVING LAND THEATRE ASSOCIATE SPONSOR - £1000

As above with its own bespoke sponsorship package, that includes speaking opportunities, please contact us to discuss in more detail.













# PRINTED SHOW COLLATERAL

#### SHOW WALLETS - £2500

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

# SHOW CAR PARK PASSES (ONLINE & PRINTED) - £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.

# SHOW TICKETS (ONLINE & PRINTED) - £2000

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

#### 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.

#### 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.

#### 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.











# **MAIN RING**

#### 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 LEADER BOARD- £2500

Position your brand on the Ardingly Ring leader board 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.

# INTER-HUNT RELAY (FRIDAY, SATURDAY & SUNDAY) - £4000

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 leader board.

# CAVALCADE OF HOUNDS (FRIDAY, SATURDAY & SUNDAY) - £2000

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.

# MAIN RING ATTRACTION - £4000

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.

#### SHOWJUMPING FLOWERS - £700

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











# SPONSORSHIP OPPORTUNITIES

# **EQUESTRIAN - SHOWJUMPING**

# BALCOMBERING - £2000

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.

Please see below a list of the Showjumping sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

Class	Day/ Location	Sponsorship Value
Grand Prix	Friday - Ardingly Ring	£3600
HOYS Grade C	Friday- Balcombe Ring	£900
Newcomers / 1.10m	Friday- Balcombe Ring	£660
Foxhunter / 1.20m	Friday- Balcombe Ring	£680
1.30m Open	Friday- Balcombe Ring	£1000
lm Open	Friday- Balcombe Ring	£250
Discovery	Friday- Balcome Ring	£250
Area Trial	Saturday- Ardingly Ring	£4000
Discovery	Saturday- Balcome Ring	£250
Newcomers / 1.10m	Saturday- Balcombe Ring	£660
1.00m Open	Saturday- Balcombe Ring	£200
Foxhunter / 1.20m	Saturday- Balcombe Ring	£680
1.30m Open	Saturday- Balcombe Ring	£1200
1.40m Open	Saturday- Balcombe Ring	£1100
Accumulator	Sunday - Ardingly Ring	£1500
BS International Stairway	Sunday- Ardingly Ring	£6000
1m	Sunday- Balcombe Ring	£200
Discovery	Sunday- Balcombe Ring	£250
Newcomers / 1.10m	Sunday- Balcombe Ring	£660
Foxhunter / 1.20m	Sunday- Balcombe Ring	£680
1.30 Open	Sunday- Balcombe Ring	£1000



Class	Day/ Location	Sponsorship Value
British Novice 90cm	Sunday - Balcombe Ring	£200
National Amateur 85cm	Sunday - Cuckfield Ring	£200
National Amateur 95cm	Sunday - Cuckfield Ring	£200
National Amateur 1.05cm	Sunday - Cuckfield Ring	£250
Unaffiliated 60cm	Sunday - Cuckfield Ring	£100
Unaffiliated 70cm	Sunday - Cuckfield Ring	£100
Unaffiliated 80cm	Sunday - Cuckfield Ring	£100
Unaffiliated 90cm	Sunday- Cuckfield Ring	£100

# **EQUESTRIAN - SHOWING**

#### 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 - £3000

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.

# HEAVY HORSE PARADES - £3000

Once a day in the main ring, our magnificent Heavy Horse parade in the main ring, showing off the versatility of the breeds. This is a hugely popular display.







Please see below a list of the Equestrian Showing sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

Class/Section	Day/ Location	Sponsorship Value
Heavy Horse Turnouts Teams	Friday- Ardingly Ring	£200
In-Hand Shetlands	Friday- Cuckfield Ring	£300
In Hand Coloureds	Friday- Cuckfield Ring	£200
RIHS Ridden Coloureds	Friday - Cuckfield Ring	£255
BSPS Performance Coloureds	Friday - Cuckfield Ring	£150
Foreign Breeds	Friday - Cuckfield Ring	£450
Light and Sport Horse Breeding	Friday- Hackney Ring	£300
M & M In Hand Small and Large	Friday- Hackney Ring	£260
Veteran Horse - In Hand	Friday- Hackney Ring	£200
Veteran Horse - Ridden	Friday - Hackney Ring	£350
Heavy Turnouts Pairs	Saturday- Ardingly Ring	£150
HOYS Scurry Driving	Saturday- Ardingly Ring	£1350
Rising Star Championship	Saturday - Cuckfield Ring	£150
Rising Star Ridden Hunters	Saturday - Cuckfield Ring	£150
Rising Star Ridden Cobs	Saturday - Cuckfield Ring	£150
Rising Star Riding Horse	Saturday - Cuckfield Ring	£100
Rising Star Hack	Saturday - Cuckfield Ring	£100
Rising Star Ladies Show Horse	Saturday - Cuckfield Ring	£100
Rising Star Racehorse to Show Horse	Saturday - Cuckfield Ring	£100
M & M Ridden	Saturday - Hackney Ring	£470
BSPS Performance Ponies	Saturday - Hackney Ring	£150

# SPONSORSHIP OPPORTUNITIES

Please see below a list of the Equestrian Showing sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

Class/Section	Day/ Location	Sponsorship Value
BSPS Heritage Lead Rein & First Ridden Working Sports Pony	Saturday - Hackney Ring	£150
Heavy Horse Turnouts Singles	Sunday- Ardingly Ring	£200
Side Saddle Concours, Costume	Sunday- Ardingly Ring	£150
Champion Supreme Show Horse	Sunday - Ardingly Ring	£1000
RIHS Cob L'WT & H'WT	Sunday- Hackney Ring	£350
Ridden Hunter Open	Sunday- Hackney Ring	£100
RIHS Ridden Open Amateur Hunter	Sunday- Hackney Ring	£100
Hunter Championship	Sunday- Hackney Ring	£100
RIHS Hacks	Sunday- Hackney Ring	£255
RIHS Riding Horses	Sunday- Hackney Ring	£255
Side Saddle Equitation	Sunday- Hackney Ring	£100
Side Saddle Concours	Sunday- Hackney Ring	£100
Irish Draught	Sunday - Hackney Ring	£450















# LIVESTOCK SECTION

#### STOCKMANS DINNER - £3000

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.



Each morning of the show, we offer can offer our livestock exhibitors discounted breakfast vouchers, your name will be included on all vouchers given to exhibitors. You can choose your day and livestock section to sponsor.

# STOCKMANS MARQUEE- £2000

This marquee was introduced in 2025, and offers a location for our livestock exhibitors as well as members of public, and opportunity to take a break from the busy show, and enjoy a drink or bite to eat. Located directly opposite the cattle judging ring, it also affords a great vantage point to watch the judging taking place.

# CATTLE SHOW 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.

#### 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.

# SHEEP & GOAT SHOW RING - £1000 (EACH)

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

# PIG SHOW RING - £1000

This ring hosts all our pig competitive classes.











# **BEEF CATTLE**

Please see below a list of the cattle judging sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

Class/Section	Day	Sponsorship Value
Aberdeen Angus	Friday	£550
Sussex	Friday	£700
Hereford	Friday	£550
Charolais	Friday	£550
Simmental	Friday	£550
Limousin	Friday	£550
Beef Shorthorn	Friday	£550
Highland	Friday	£550
Dexter	Friday	£550
Parthenaise	Friday	£550
Belted Galloway	Friday	£550
Galloways	Friday	£550
Any Other Breed- Beef	Friday	£1050
Supreme Beef Champion	Friday	£1025
Inter Breed Junior Native Beef	Saturday	£150
Inter Breed Junior Continental Beef	Saturday	£150
Team of 4 (Beef)	Saturday	£2100
Beef Heifer Sweepstakes	Sunday	£120
Commercial Beef	Saturday	£550
Beef Leaders	Sunday	£250
Tidy Cattle Lines	Friday, Saturday & Sunday	£500

# **DAIRY CATTLE**

Class/Section	Day	Sponsorship Value
Ayrshire	Saturday	£800
Holstein	Saturday	£1000
Jersey	Saturday	£700
Any Other Dairy Breed	Saturday	£700
Inter Breed Dairy Breeders Group	Saturday	£525
Super Dairy Cow	Saturday	£620
Superme Dairy Awards	Saturday	£1025
Best Dairy Female	Saturday	£120
Dairy Heifer Sweepstake	Sunday	£30
Dairy Leaders	Sunday	£250

# **GOATS**

Class/Section	Day	Sponsorship Value
Dairy Goats- Friday Show	Friday	£1000
Dairy Goats- Saturday Show	Saturday	£1000

# **SHEEP**

Please see below a list of the sheep & goat judging sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

Class/Section	Day	Sponsorship Value
Southdown	Friday	£550
Suffolk	Friday	£470
Texel	Friday	£470
Continental	Friday	£400
Longwool	Friday	£350
Hill & Heath	Friday	£350
Shortwool	Friday	£350
Lleyn	Friday	£350
Zwartbles	Friday	£400
Kerry Hill	Friday	£550
Hampshire Down	Friday	£400
Butchers Lambs	Friday	£150
Livestock Exhibitor Awards	Friday	£25
Supreme Sheep Championship	Saturday	£110
Inter Breed Group Championship	Saturday	£170
Wool on Hoof	Saturday	£100
Inter-Breed Teams of 4	Saturday	£100
Sheep Leaders	Sunday	£60
Sheep Sweeptakes	Sunday	£20

# **PIGS**

Please see below a list of the pig judging sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

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

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.

Deadline for sponsors to send logos and adverts to 1st May 2026 Geerings printers (see specification) Sponsors confirms names of their representatives 23rd May 2026 for prizegiving 3-4 weeks before Show passes issues by show **SFAS** Deadline for sponsor to send banners to 30th May 2026 SEAS office 5th-7th June South of England 2026 Show Deadline for banners 20th June 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 ADVERTISTING

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 2025 SPONSORS

Batcheller Monkhouse









2026





















