

SPONSORSHIP INFORMATION

2027



11th, 12th & 13th JUNE



Connect your
brand with
one of the
South east's
largest and
most
prestigious
Countryside
events.





A Message from the Chairman

Dear Sponsor,

On behalf of the South of England Agricultural Society, I would like to thank you for your support of the South of England Show.

The Show is a very special event in the South East, bringing people together to celebrate farming, agriculture, the countryside and rural life. However, an event of this scale simply could not happen without the support of our sponsors.

Our sponsors are absolutely vital to the continued success of both the Show and the wider work of the Society. Your support enables us not only to put on a great Show each year, but also to continue our charitable work through educational events, grants, awards, bursaries and scholarships, helping to support the future of farming and the rural community.

We owe a huge amount to all our sponsors. Some have supported us for many years and have become very much part of the South of England Show family, while others have joined us more recently. We are incredibly grateful to each and every one of you.

As you will see from this brochure, there are many different ways to get involved. We are always keen to welcome new sponsors, whether you are a local business looking to raise your profile, a company with strong links to agriculture and the countryside, or simply an organisation that wants to support an important event and its charitable work.

We hope that being a sponsor is rewarding for you too — whether that is through raising your profile, showcasing your products and services, meeting new customers or simply being part of one of the South East's best-loved agricultural events.

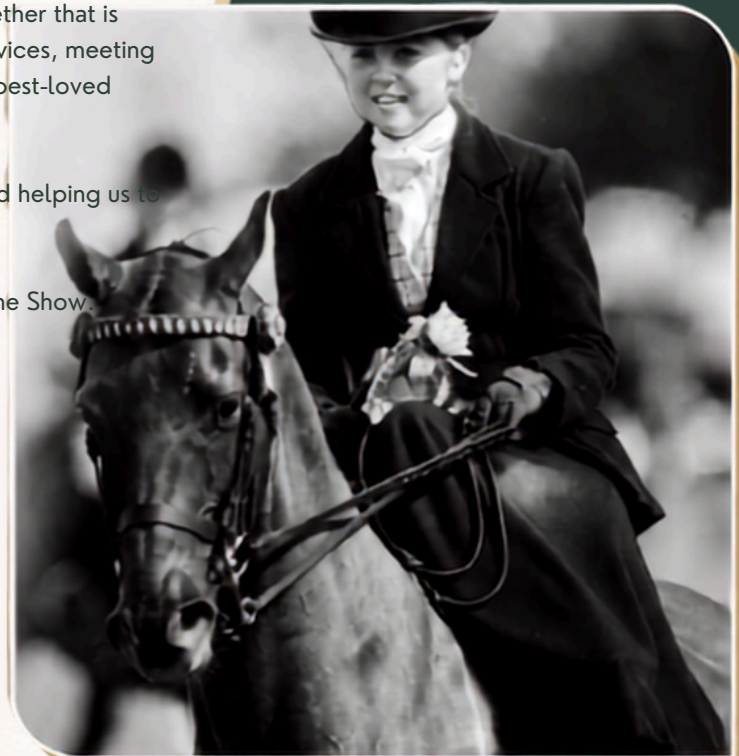
Thank you for believing in the Show, supporting the Society and helping us to keep this wonderful event going for future generations.

We look forward to working with you and welcoming you to the Show.

With very best wishes,

Alan Smith

Alan Smith
Chairman
South of England Agricultural Society





THE SOUTH OF ENGLAND AGRICULTURAL SOCIETY

WHY SPONSOR THE SOUTH OF ENGLAND SHOW?

The South of England Show is one of the South East's leading agricultural and countryside events, attracting around 60,000 visitors over three days. Sponsoring the Show offers a powerful opportunity to connect with a diverse and engaged audience while aligning your organisation with a trusted celebration of agriculture, food, rural enterprise, education, and innovation.

Key Sponsorship Benefits

- Increase brand awareness through pre-event, on-site, and post-event promotion
- Engage directly with consumers, businesses, and industry leaders
- Showcase your products and services to a highly targeted audience
- Access valuable hospitality and networking opportunities
- Demonstrate community commitment and corporate responsibility
- Benefit from tailored sponsorship packages designed to achieve your marketing objectives

Partner with the South of England Show 2027 and position your brand alongside one of the region's most respected and influential countryside events.

75% of sponsors return year on year.

SHOW STATISTICS & MEDIA PARTNERS

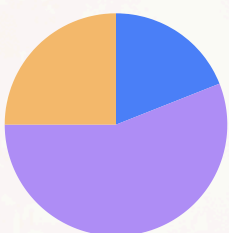
The South of England Show generated a potential media reach of 1,184,043,263 people in 2026 through extensive regional and national press coverage.

Source: PMW PR Clippings Report, June 2026.

VISITOR PROFILE

Age Range of visitors

Under 16 16-64 65+



Average attendance 60,000



MEDIA COVERAGE

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



SOCIAL MEDIA

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



Email Database:



Page Views:



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US ON



01444
892700

sponsorship@seas.org.uk

SPONSORSHIP PACKAGES

Every sponsorship package can be tailored to align with your organisation's objectives, ensuring a bespoke partnership that delivers maximum value, visibility and impact

	HEADLINE POA	PREMIUM POA	SUSSEX £5000	ARDINGLY £3000	SOUTHDOWN £2000	LINDFIELD £1000
Three-day sponsors badges	✓	✓	✓10	✓8	✓6	✓5
One day guest badges	✓	✓	✓10	✓8	✓6	✓5
Sponsors car pass	✓	✓	✓10	✓8	✓6	✓5
Invitation to sponsors lunch	✓	✓	✓6	✓4	✓4	✓2
Banners around on perimeter fence	✓	✓	✓4	✓2	✓2	✓1
Banners in main ring	✓	✓	✓2	✓2	✓2	✓1
Banners in outside rings	✓	✓	✓2	✓2	✓1	✓1
Hospitality and ring side seating in VIP lounge	✓	✓	✓	✓	✓	✓
Logo on main ring screen	✓	✓	✓	✓	✓	✓
Logo in show catalogue	✓	✓	✓	✓	✓	✓
Social media posts outline companies' involvement with show.	✓	✓	✓	✓	✓	✓
Mention in ring commentary	✓	✓	✓	✓	✓	✓
Opportunity to present prizes/trophies	✓	✓	✓	✓	✓	✓
Advert in show programme & Catalogue	✓	✓	✓			
Pre, during and post-show branding and marketing opportunities	✓	✓				
Trade stand in prime location	✓	✓				
Incorporate company name/branding in show branding & website	✓					



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FURTHER SPONSORSHIP PACKAGES

Every sponsorship package can be tailored to align with your organisation's objectives, ensuring a bespoke partnership that delivers maximum value, visibility and impact

	CHURCHILL £500 +	SELSFIELD £100 +
Three day sponsors badges	√3	√1
One day guest badges	√3	√1
Sponsors car pass	√3	√1
Invitation to sponsors lunch	√2	
Hospitality and ring side seating in VIP lounge	√	√
Banners in main ring	√1	√1
Mention in ring commentary	√	√1
Opportunity to present prizes/trophies	√	√
logo on main ring screen	√	
Logo in show catalogue	√	



SPONSORSHIP OPPORTUNITIES

AROUND THE SHOWGROUND from £1500

Position your brand at the heart of the Show through a carefully curated range of premium sponsorship opportunities. From VIP hospitality and the President's Reception to countryside attractions, food and drink showcases, main ring entertainment, agricultural machinery, Young Farmers' competitions and traditional rural crafts, each package is designed to deliver standout visibility, meaningful engagement and high-value networking with guests, exhibitors, visitors and supporters. Packages range from £1,500 to £5,000, with opportunities tailored to suit your brand and objectives.

LIVING LAND THEATRE from £1000

Be at the centre of the conversation on the future of farming and land management through sponsorship of the Living Land Theatre.

This dedicated feature provides a platform for farmers, landowners, and rural businesses to explore the key challenges facing the sector. Through expert-led discussions, practical advice, and peer-to-peer learning, the Theatre offers visitors valuable insights, support, and innovative approaches to tackling current industry issues.

As a sponsor, you will benefit from a bespoke package that can include:

- Speaking opportunities and thought leadership presentations
- Participation in panel discussions and debates
- Hosting networking events and industry sessions
- Prominent branding within the Theatre and marquee throughout the three-day Show
- Direct engagement with farmers, landowners, and rural professionals
- Opportunities to showcase your expertise and commitment to the agricultural sector

Bespoke sponsorship packages start from £1,000. Please contact us to discuss a tailored package designed to meet your objectives and maximise your presence at the South of England Show.

PRINTED COLLATERAL from £1500

These sponsorship options are designed to deliver high-impact visibility before and throughout the event. From show wallets, tickets and car park passes to official maps and prominent 'You Are Here' boards, your organisation will be seen by thousands of visitors, exhibitors, VIPs, members, supporters and key stakeholders.

With repeated exposure across essential visitor touchpoints and practical event materials, this is a powerful opportunity to raise awareness, build recognition and align your business with one of the region's leading agricultural and countryside events.



SPONSORSHIP OPPORTUNITIES

MAIN RING from £1000

Place your brand at the centre of the South of England Show by sponsoring activity in the Ardingly Ring the heart of the event and one of its biggest crowd-pullers. With high-profile branding, screen presence, announcements and promotional opportunities across main ring displays, competitions and attractions, your business will gain standout visibility in front of thousands of visitors throughout all three days of the Show.

EQUESTRIAN from £100

Celebrate the skill, elegance and tradition of equestrian competition by supporting one of the Show's most admired and popular attractions. The equestrian programme showcases outstanding horses, riders and handlers across a diverse range of carefully judged classes, breed competitions and crowd-pleasing displays, providing sponsors with a prestigious platform to connect with an engaged and passionate audience.

HEAVY HORSES

A standout opportunity is sponsorship of the Heavy Horse Village, where visitors can get up close to the Show's magnificent heavy horse breeds and enjoy a memorable experience for all ages. Sponsorship includes prominent branding and high-visibility signage throughout the village, alongside recognition on official Show maps. Your brand will also be associated with the much-loved Heavy Horse Parade in the Main Ring, a daily spectacle that showcases the strength, skill and versatility of these remarkable animals and consistently attracts large crowds of enthusiastic spectators.

BREED SECTION

Further opportunities are available through sponsorship of the Horse Breed Sections, one of the Show's most traditional and competitive attractions. Featuring a wide variety of breeds and classes, these well-attended competitions draw exhibitors, breeders and equestrian enthusiasts throughout the day. Sponsors benefit from prominent branding around the rings, recognition in official Show materials and valuable exposure to a dedicated equestrian audience.

INDIVIDUAL CLASSES

Together, these sponsorship opportunities place your company at the heart of the Show's equestrian offering, aligning your brand with excellence, heritage and one of the event's most popular attractions.



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SPONSORSHIP OPPORTUNITIES

LIVESTOCK RINGS from £100

Support the livestock competitions at the heart of the Show by sponsoring our Livestock Rings and Classes, featuring top-quality cattle, sheep, goats and pigs across a busy programme of judging and championship events.

Located in the centre of the livestock area, these popular rings attract leading breeders, producers, exhibitors and spectators throughout the Show. Sponsorship offers strong brand visibility and recognition among farmers, agricultural businesses and visitors, while aligning your business with excellence in livestock husbandry and the wider agricultural community.

BREED SECTIONS

Sponsor the Livestock Breed Sections and align your brand with the excellence and heritage of livestock breeding. Featuring dedicated classes for a wide range of cattle, sheep, goat and pig breeds, these sections attract leading breeders, exhibitors and industry professionals from across the region. Sponsorship offers high-profile visibility throughout the livestock area and demonstrates your support for the farmers and breeders whose commitment helps maintain the highest standards of livestock production.

INDIVIDUAL CLASSES

Sponsoring an individual livestock class offers a targeted and affordable way to support the Show while gaining valuable exposure among exhibitors, breeders and spectators. Whether linked to cattle, sheep, goats, pigs or young handler competitions, your business will be recognised in class schedules, results and ring announcements, associating your brand with excellence, achievement and the highest standards of livestock production. This sponsorship provides a meaningful connection to the agricultural community while helping to celebrate the skill, dedication and quality that define the livestock sector

OTHER LIVESTOCK OPTIONS

Be at the heart of the livestock community by sponsoring our Livestock Hospitality Programme. This package includes the Saturday evening Livestock Exhibitor Reception, which brings together exhibitors, judges, stewards and members of the farming community, as well as our popular Livestock Breakfast Voucher scheme, available to exhibitors each morning of the Show. Sponsors also benefit from branding within the Livestock Marquee, a dedicated hospitality space introduced in 2025 where exhibitors and visitors can relax, enjoy refreshments and watch the livestock competitions from its prime location opposite the Cattle Judging Ring. Together, these opportunities provide excellent visibility and meaningful engagement with exhibitors, industry professionals and visitors throughout the Show.



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Partner with Us

Thank you for taking the time to explore the sponsorship opportunities available across the South of England Show. Whether you are looking to increase brand awareness, engage directly with our visitors, support the agricultural community, or align your business with one of the UK's premier countryside events, we would be delighted to work with you.

While this brochure highlights a range of sponsorship options, we understand that every organisation has different objectives. We are always happy to create bespoke sponsorship packages tailored to your marketing goals, budget, and target audience. From exclusive naming rights and branded visitor experiences to hospitality, digital campaigns and year-round partnerships, we can work with you to develop a package that delivers maximum value and impact.

For sponsorship enquiries, contact Amanda Day at Sponsorship@seas.org.uk.

Let's Start the Conversation

To discuss sponsorship opportunities or create a bespoke package designed specifically for your business, please get in touch with our team. We look forward to partnering with you and helping your brand shine at the South of England Show 2027.



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