

The Surrey County Show 2020

Sponsorship Brochure



Raising funds for



A welcome from our President

I first attended the Surrey County Show when I was five years old – as a boy, I remember the excitement, the animals, the tractors and what felt like a hugely significant occasion. The fact that the show is still such an important local date every year in so many people's diaries in the area, bears testament to all those who have worked so hard to make it such a fantastic family event.

I like to think of the Surrey County Show as a pageant of the agricultural world – with all the fun and festivities that come with that. By supporting and being involved with this very special event, you will attach yourself to an occasion which commands respect and admiration as well as the opportunity to get your company and name in front of many thousands of people who come to visit.

The Surrey County Show maintains the traditions and colour of a hugely successful family agricultural event, combined with a progressive approach as we all, including our very precious farming community, continue our journey into the 21st Century.

Peter Gordon

An introduction to the Society

The Surrey County Agricultural Society was formed in 1955 following the merger of the Surrey Agricultural Association and the Redhill Agricultural Association.

Today, the Society exists to support and promote the very best in Surrey agriculture and farming as well as educating future generations in all rural matters.

The objectives of the Society include the encouragement of agriculture, good use of the land, protecting the environment and raising the public's awareness of where food and drink comes from.

The Society also organises and hosts the annual Surrey County Show at Stoke Park in Guildford and the prestigious Surrey County Ploughing Match; as well as various crop competitions throughout the year.

The Society is a registered charity with a loyal membership who help to support the Society's work. Our membership is made up of people who not only value rural life, enjoy the finest products of our land based and allied industries but also support the best standards in agriculture and stewardship of the countryside which are such an essential part of our heritage - and our future.



The Surrey County Show

The annual Surrey County Show is taking place on Monday 25th May 2020 and is one of the largest one-day agricultural shows in the country. As such it is a centrepiece attraction in the region. Held on the 66 acre Stoke Park just minutes from central Guildford the Show regularly attracts over 30,000 visitors from all over the South East.

The Show hosts an abundance of attractions with something for every member of the family - top class entertainment and competitions, over 1000 animals, fabulous food and drink and acres of shopping and rural crafts.

Undoubtedly, the best family day out in Surrey!

The Surrey County Ploughing Match

The hugely prestigious Surrey County Ploughing Match is truly a rural spectacle with classes for vintage and modern tractors, heavy horses and hand ploughs. Ploughmen and women from all over the country come to compete for the sought after trophies and gain their place at the British National Ploughing Championships.



38 MILES

The average distance visitors travel to get to the Surrey Show including: Twickenham, Guildford, Kingston and Basingstoke

30k VISITORS

The largest 1 day agricultural show in the country on a 66 acre site in the heart of Guildford. A fun day for all the family.

Free park and ride plus excellent rail and road connections



Why be a Society sponsor

We would be delighted if you would sponsor one of the Society's events or part of an event or be involved in the Society's education programmes either for schools or the agricultural industry.

There are many ways your organisation can benefit from sponsoring either the Show or the Ploughing Match and becoming part of our success.

- **Enhance** your company's public profile and broaden your reach through increased exposure and heightened brand awareness to 30,000 people.
- Promote **good relationships** with existing clients and engage with new ones.
- Boost **visibility** within your communities by putting your organisation in the spotlight.
- **Gain a platform** to launch a **new product or service** or support a current campaign.
- **Generate new leads** from an **ABC1** audience.
- **Entertain** clients, business associates and friends.
- **Enjoy positive publicity** through the Shows proactive media programme.
- **Align your brand** with a hugely successful annual event.
- **Motivate** your employees with complimentary tickets.
- Demonstrate your **support** for a local charity supporting local food, drink, farming and agriculture.

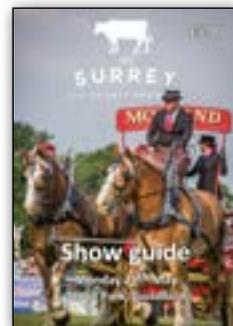


Over 5000 followers



Almost 6000 followers

W 30,000 visitors, rising annually to 62,000 on the run up to the Show



2000 Show Guides sold

Sponsorship opportunities at the Surrey County Show

Below are some of the sponsorship opportunities available to you at the Show. They start from £150 up to £10,000 depending on your requirements and budget. We would welcome the opportunity to create a bespoke package to suit your needs.

Copper

Copper option 1 Up to £150 + VAT

- Two admission tickets
- One car pass
- Acknowledgement in the Sponsor section of the Show Guide
- A mention on our social media platforms.

Copper option 2 Up to £250 + VAT

- Two admission tickets with entry to the Members' Lawn
- One car pass
- Acknowledgement in the Sponsor section of the Show Guide
- A mention on our social media platforms.

Copper option 3 Up to £500 + VAT

- Three admission tickets with entry to the Members' Lawn
- One car pass
- Sponsorship of either one livestock or equine class in the Copper category with an opportunity to present the prizes
- Acknowledgement in the Sponsor section of the Show Guide
- A mention on our social media platforms.



Bronze Up to £1500 + VAT

- Four admission tickets with entry to the Members' Lawn including two sponsor admission badges with entry to the Sponsors Marquee
- Two car passes
- Lunch for two at the Sponsors' Lunch
- Sponsorship of one livestock class, equine class or activity in the Bronze or Copper categories with an opportunity to present the prizes, subject to availability
- A half page, full colour advert in the Show Guide plus an acknowledgement in the Sponsor section
- Your company logo and web link on the Surrey County Show web site
- A high resolution Surrey County Show sponsorship logo for your own marketing materials and web site and a testimonial from the Show
- A mention on our social media platforms
- Your company details included in the newsletters, distributed throughout the year to our Members and Exhibitors.



Silver £2500 + VAT

- Six admission tickets with entry to the Members' Lawn including four sponsor admission badges with entry to the Sponsors Marquee
- Three car passes
- Lunch for four at the Sponsors' Lunch
- Two invitations to the Business Lunch on Friday 22nd May with guest speaker and a chance to network with other local businesses
- Sponsorship of one livestock class, equine class or activity in the Silver, Bronze or Copper categories, to include commentary about your company during the class/performance; with an opportunity to present the prizes, subject to availability
- A full page, full colour advertisement in the Show Guide plus an acknowledgement in the Sponsor section
- An advertising banner (supplied by you) in the ring of your chosen sponsorship activity
- Your company logo and web link on the Surrey County Show web site
- A high resolution Surrey County Show sponsorship logo for your own marketing materials and web site and a testimonial from the Show
- A dedicated post on our social media platforms
- Your company details included in the newsletters, distributed throughout the year to our Members and Exhibitors.



Gold £5000 + VAT

- Ten admission tickets with entry to the Members' Lawn including six sponsor admission badges with entry to the Sponsors Marquee
- Six car passes
- Lunch for six at the Sponsors' Lunch in our Members' enclosure
- Two invitations to the President's lunch
- Two invitations to the Business Lunch on Friday 22nd May with guest speaker and a chance to network with other local businesses
- Sponsorship of one livestock class, equine class or activity in the Gold, Silver, Bronze or Copper categories, to include commentary about your company during the class/performance; with an opportunity to present the prizes
- A full page, full colour advert on the inside front cover of the Show Guide plus an acknowledgement in the Sponsor section
- Two advertising banners (supplied by you) in the ring or rings of your chosen sponsorship activity
- Your company logo and web link on the Surrey County Show web site
- A high resolution Surrey County Show sponsorship logo for your own marketing materials and web site and a testimonial from the Show
- Four dedicated social media posts on our platforms prior to and during the show
- A 6m x 6m open space trade stand (stand options are negotiable)
- Your company name and logo on all e-tickets (limited to four sponsors)
- Your company details included in the newsletters, distributed throughout the year to our Members and Exhibitors.



Platinum £10,000 + VAT

- Twenty admission tickets with entry to the Members' Lawn including eight sponsor admission badges with entry to the Sponsors Marquee
- Ten car passes
- Lunch for eight at the Sponsors' Lunch
- Six invitations to the President's lunch
- Eight invitations to the Business Lunch on Friday 22nd May with guest speaker and a chance to network with other local businesses
- Sponsorship of one livestock class, equine class or activity in the Platinum, Gold, Silver, Bronze or Copper categories, to include commentary about your company during the class/performance; with an opportunity to present the prizes, subject to availability
- Dedicated photographer to capture the prize presentations
- A full page, full colour advert on the back page of the Show Guide plus an acknowledgement in the Sponsor section
- Four advertising banners (supplied by you) in the ring or rings of your chosen sponsorship activity
- Your company logo and web link on the Surrey County Show web site - in a prominent position
- A high resolution Surrey County Show sponsorship logo for your own marketing materials and web site and a testimonial from the Show
- Five dedicated posts on our social media platforms before and during the Show
- An 8m x 9m open space trade stand (stand options are negotiable)
- Your company name and logo on all e-tickets (limited to four sponsors)
- Your company details included in the newsletters, distributed throughout the year to our Members and Exhibitors.

Class and activity categories

Copper category

- Dairy goat 'Best in Show'
- Choose from over 30 sheep classes
- All the classes in the novelty pig section
- Dairy goat milking competition
- Sheep section Championship (choose two)
- One pedigree pig class or the Pig Championship
- All the novelty classes in the Dog Show
- Retrained Racehorse class
- One ridden veteran horse/pony class
- Sheep interbreed presentation competition
- All the pedigree classes and 'Best in Show' in the Dog Show
- One in-hand skewbald/piebald horse/pony class
- One in-hand Mountain and Moorland pony class
- One Native Beef cattle class
- One Continental Beef cattle class
- Novice hunter class
- One ridden Mountain and Moorland pony class
- Side Saddle class
- One donkey class

Bronze category

- One dairy goat goatling or kid class
- One ridden hunter class
- One ridden cob class
- One ridden skewbald/piebald horse/pony class
- Dog Agility in the Countryside Arena
- All eight pygmy goat classes
- All the classes in the bee and honey section
- One dairy goat that has borne a kid class
- The Dog Show

Silver category

- Donkey rides in Jubilee Wood
- Gun Dogs in the Countryside Arena
- Maypole Dancers
- Punch & Judy
- Grand Arena party
- Farming display
- Hounds
- Falconry display in the Countryside Arena
- Fly fishing
- Terrier racing in the Countryside Arena

Gold category

Foxhunter showjumping

All the Dairy Cattle classes and Championship

Poultry exhibit

NAFAS (floristry) marquee

Womens Institute marquee

Surrey and Sussex Coppice Group

Surrey Farmers' Market

Vintage tractor display

The axemen in the Countryside Arena

The Show map

Platinum category

County Stakes showjumping

Pygmy goat ring

The Sheep Show

Guildford Fringe

Milking parlour

Countryside Arena

Dog Arena

Dairy goat ring

Show jumps (minimum three year sponsorship)

The Food Theatre

Heavy horse village and displays

Sponsorship opportunities at the Surrey County Ploughing Match being held on Sunday 27th September 2020 at Lydling Farm, Shackleford

Your organisation can headline sponsor the overall ploughing match or one or more of the 13 classes keenly contested on the day.

Sponsorship of the Surrey County Ploughing Match starts at £30.00 + VAT up to £150.00 + VAT.

Conventional tractor ploughing

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Novice ploughing

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Vintage tractor ploughing

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Tractor maintenance

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Heavy horse ploughing

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Horticultural ploughing

The next step

Whether you are interested in becoming a Copper sponsor or one of our headline County Show sponsors we would welcome the opportunity to discuss your individual requirements.

Please contact:

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