

## WHY SPONSOR THE SHOW?

The Royal Norfolk Show is the UK's largest two day county show and provides a showcase for our region's extensive and vibrant agricultural sector, and many other industry sectors, providing you and your business with a chance to demonstrate your support for Food, Farming and the Countryside **AND** puts you directly in front of our many visitors - **YOUR CUSTOMERS!**

**EXCELLENT HOSPITALITY FOR YOUR GUESTS & CLIENTS**

**UK'S LARGEST TWO DAY COUNTRY SHOW**

**17 SECTORS & THEMED AREAS**

**80,000+ FOOTFALL OVER TWO DAYS**

**£20M ECONOMIC BENEFIT IN NORFOLK EACH YEAR**

**40% AB, 19% C1, 59% AGED 35-64 DEMOGRAPHICS**

**100S OF BUSINESS NETWORKING OPPORTUNITIES**

**700 BUSINESSES TAKING PART IN THE SHOW**

**90% OF VISITORS SAY THE SHOW MEETS OR EXCEEDS THEIR EXPECTATIONS**

We have a wide range of sponsorship opportunities available for companies and organisations wishing to promote their products and services at the Show.



**BIDWELLS HAVE BEEN A SHOW SPONSOR FOR OVER 20 YEARS & LOOK FORWARD TO ANOTHER 20!**

2024 Show Sponsor

**"WHAT A TRIUMPH...! AN EXCELLENT SHOW. THOROUGHLY ENJOYED BY ALL MY GUESTS, THANK YOU."**

2024 Show Sponsor

**"DELIGHTED TO SPONSOR 2025 WITH THE SAME PACKAGE, PLEASE!"**

**"WE HAD A GREAT TIME AT THE SHOW, IT WAS MY FIRST VISIT, AND IT WAS TRULY A MEMORABLE EXPERIENCE"**

2024 Show Sponsor



# OUR CLASSIC SPONSORSHIP PACKAGES

## BENEFITS INCLUDE...

Your logo added to The Show website with a hyperlink to your site



Promotional post across all Show social media platforms



Promotion in our members newsletter



## PLUS

Banner displayed in the Grand Ring

2

2



Banner displayed in appropriate ring

2



2

1

2

Banner displayed at an entrance gate

1



Announcements in the Grand Ring and in other rings as appropriate

2

2

1

1



Sponsor Badges (entry for a day)

6

4

2

2



Sponsor Badges (entry for a day)

4

4

2



Complimentary lunch (for a single day)

6

4

2



Adult admission (for a single day)

8

4

4



2

Royal Box invitations to watch the exciting Grand Ring programme

2

2

2

2



Vice President's car park passes

6

2



Members car park passes



3

3

1

1

## SPONSORSHIP AMOUNT

£11,000

£5,900

£3,600

£1,750

£600

**ALL OUR PACKAGES CAN BE ADJUSTED TO SUIT YOUR INDIVIDUAL BUSINESS NEEDS. JUST CONTACT US TO DISCUSS HOW WE CAN TAILOR YOUR PERFECT PACKAGE.**

### INTERESTED IN BECOMING A SHOW PARTNER?

We have additional Show Partner sponsorship opportunities available for £20,000. This package is completely bespoke and uniquely designed specifically for you and your brand, making the biggest and best possible impact at the Royal Norfolk Show.

**CLICK BELOW TO GET INVOLVED**

**SAM BERNEY**  
**SAM.BERNEY@RNAA.ORG.UK**  
**01603 594462**



**WWW.ROYALNORFOLKSHOW.CO.UK**



# OUR EQUINE & LIVESTOCK SPONSORSHIP PACKAGES

## BENEFITS INCLUDE...

Your name or your organisation name in the Show Catalogue

Your name or your organisation name on the Show Map

Variety of rings available in prominent positions located in the Equine Village

PA announcements in the appropriate ring

Opportunity to present a prize

## PLUS

Banner displayed in the appropriate ring

Adult admission (for a single day)

Members car park passes

Car park pass

## SPONSORSHIP AMOUNT

	RING	CHAMPIONSHIP	CLASS
Your name or your organisation name in the Show Catalogue	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your name or your organisation name on the Show Map	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of rings available in prominent positions located in the Equine Village	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PA announcements in the appropriate ring	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to present a prize	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner displayed in the appropriate ring	2	<input type="checkbox"/>	<input type="checkbox"/>
Adult admission (for a single day)	2	2	2
Members car park passes	1	1	<input type="checkbox"/>
Car park pass	<input type="checkbox"/>	<input type="checkbox"/>	1
<b>SPONSORSHIP AMOUNT</b>	<b>£500 - £6,000</b>	<b>£360</b>	<b>£250</b>

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## GRAND RING BIG SCREEN

WANT TO GET YOUR  
BRAND IN FRONT OF  
80,000 PEOPLE?



**YOUR BRAND HERE**

£550 FOR A 30-SECOND VIDEO  
£850 FOR A 50-SECOND VIDEO

Your video AD will run 40-50 times throughout the two days of the Royal Norfolk Show, which attracts 80,000 visitors and over 800 businesses