

# SPONSORSHIP OPPORTUNITIES



## WHY SPONSOR THE SHOW

The Royal Norfolk Show, a charitable fundraising event, is the UK's largest two-day county show, offering a vibrant showcase of our region's thriving agricultural industry – along with a wide range of other sectors. It's a powerful platform for you and your business to show support for food, farming, and the countryside, while also putting you directly in front of thousands of visitors – **your customers.**

**EXCLUSIVE HOSPITALITY FOR YOUR GUESTS AND CLIENTS**

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

**17 SECTORS AND THEMED AREAS**

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

**1000'S OF BUSINESS NETWORKING OPPORTUNITIES**

**700 BUSINESSES TAKING PART IN THE SHOW**

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

We offer a wide range of sponsorship opportunities for companies and organisations looking to promote their products and services at the Show, providing valuable exposure to a large and diverse audience.



# OUR SPONSORSHIP PACKAGES

## BENEFITS INCLUDE...

Your logo to be added on our website with a hyperlink to your site

Promotional post across all Show social media platforms

Promotion in our Show Programme

Promotion in our members newsletter

## PLUS

Banner displayed in the Grand Ring

Banner displayed in appropriate ring

Banner displayed at an entrance gate

Announcements in the Grand Ring and others as appropriate

Sponsors badges (one day)

Sponsors Guest badge (one day)

Complimentary Lunch (one day)

Adult admission (one day)

Royal Box invitations to watch the exciting Grand Ring programme

Vice President's car park passes

Members car park passes

## SPONSORSHIP AMOUNT

	BANNER	BRONZE	SILVER	GOLD	PLATINUM
Your logo to be added on our website with a hyperlink to your site	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Promotional post across all Show social media platforms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Promotion in our Show Programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Promotion in our members newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Banner displayed in the Grand Ring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	2
Banner displayed in appropriate ring	2	1	2	<input type="checkbox"/>	2
Banner displayed at an entrance gate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1
Announcements in the Grand Ring and others as appropriate	<input type="checkbox"/>	1	1	3	2
Sponsors badges (one day)	<input type="checkbox"/>	2	2	4	6
Sponsors Guest badge (one day)	<input type="checkbox"/>	<input type="checkbox"/>	2	4	4
Complimentary Lunch (one day)	<input type="checkbox"/>	<input type="checkbox"/>	2	4	6
Adult admission (one day)	2	<input type="checkbox"/>	4	4	8
Royal Box invitations to watch the exciting Grand Ring programme	<input type="checkbox"/>	2	2	2	2
Vice President's car park passes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	6
Members car park passes	1	1	3	3	<input type="checkbox"/>
SPONSORSHIP AMOUNT	£600	£1,950	£3,600	£5,900	£11,000

**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.



# OUR EQUINE & LIVESTOCK SPONSORSHIP PACKAGES

## BENEFITS INCLUDE...

Your name or your organisation in the Show Programme

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

PA announcements in the appropriate ring

Opportunity to present prize

## PLUS

Banner displayed in appropriate ring

Adult admission (one day)

Members car park passes

Car park pass

## SPONSORSHIP AMOUNT

	CLASS	CHAMPIONSHIP	RING
Your name or your organisation in the Show Programme	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Variety of rings available in prominent positions located in the Equine village	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
PA announcements in the appropriate ring	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to present prize	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Banner displayed in appropriate ring	<input type="checkbox"/>	1	2
Adult admission (one day)	2	2	2
Members car park passes	<input type="checkbox"/>	1	1
Car park pass	1	<input type="checkbox"/>	<input type="checkbox"/>
SPONSORSHIP AMOUNT	£250	£360	£500+

## CLIENT TESTIMONIALS

"We trialled our sponsorship of the Grand Ring last year for the first time and were delighted with the visibility of our branding on the large screen and on the menus. Our clients and contacts enjoyed the experience of lunch in the Sponsors' marquee and we were pleased to be able to demonstrate our commitment to agriculture in Norfolk along with others in the local business community" - **Mills & Reeve LLP, 2025 Show Sponsor**

"You may have been helped by the glorious weather, but nothing could have dampened the enjoyment and enthusiasm that emanated from all quarters... The Royal Norfolk remains at the top of County shows, and we very much look forward to returning as a Sponsor next year." - **Pearsons Group Companies, 2025 Show Sponsor**

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## GET INVOLVED NOW

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