



Westmorland County Show

Sponsorship

Opportunities



32,500
visitors

(5 year average)

Founded in 1799, Westmorland County Agricultural Society is a charity that promotes the importance of agriculture, horticulture, forestry, rural crafts, conservation and education throughout the North West.

Each year WCAS organises the Westmorland County Show, alongside its sister event Country Fest; a weekend Country Fair for all the family.

Having strong links with education, we promote our Rural Links programme through Farm Open Days, a Farm to Fork Roadshow, and by providing rural training courses at the Showground.

Sponsorship opportunities are also available for Country Fest, held annually in June. Please contact us for more details.



Over
3,000
livestock
& equine
exhibits

“ Our 40 year history as an exhibitor at the Westmorland County Show says it all. A must attend event that is now held over two days giving extra exposure for our brands. Our team all enjoy attending and offering hospitality to our customers old and new. ”

Roy Allen,
Hadwins Motor Group



Situated near the border of the Lake District National Park, Westmorland County Show is one of the country's best two-day agricultural shows.

Westmorland County Show is a fantastic platform for your company to directly engage with its customers, by providing the opportunity to align your brand with our longstanding and successful event. Consider the prospect of having your brand visible to over 32,000 people, whilst enjoying the opportunity of exchanging new ideas with the rest of the country's business community.

We create bespoke sponsorship packages, depending on the individual aims and marketing requirements of your business or organisation, with a wide range of affordable options available.

Over
400 trade
stands



“ Westmorland County Show provides Yan Farm Health with a great opportunity to meet clients old and new in a relaxed, informal environment. It also provides an opportunity to showcase the work we do with our clients, other colleagues within the agricultural industry and the general public.”

Yan Farm Health

Westmorland Show is thankful to all its current and previous sponsors, some of which include



Hadwins Motor Group



Sponsorship Packages



Support Sponsor Up to £100

Examples include donation of prize money

- Acknowledgement in Schedule, Catalogue and on Website



Bronze £150 - £450

Examples include Food Theatre Demonstration, or individual Livestock Section

- Acknowledgement in Schedule and Catalogue with logo
- Acknowledgement on Website
- 1 banner space *
- 1 half page black and white advert in Catalogue*
- 2 Show admission tickets and Sponsor Badges
- 2 Invitations to President's and Sponsors' Reception
- 1 vehicle pass
- Company representative to present prizes, where appropriate (provide own photographer) *

“ Farming isn't just our passion, it's in our blood. The A.W. Jenkinson Group, which includes A.W. Jenkinson Farms, was founded in the 1960s by Allan Jenkinson, who sold sawdust to farmers in the Penrith area. We continue to work with the farming community to this day, whether it's with bovine genetics and breeding through our Whinfellpark Limousins herd, or selling bedding for cattle or horses.

We are proud to sponsor the Westmorland County Show for another year. It's a highlight of Cumbria's rural calendar and is a brilliant showcase for this vibrant industry and the community around it. Supporting the show means we feature alongside lots of other companies, many of which we work with on a daily basis, but it's about a lot more than just brand awareness – it's about being an integral part of local life.”

A.W. Jenkinson Group



Silver £500-£950

Examples include a Local Food Court, Light Horse Supreme Championship

- Acknowledgement in Schedule and Catalogue with logo
- Acknowledgement on Website, plus coverage on social media
- 2 banner spaces *
- 1 full page colour advert in Catalogue *
- 4 Show admission tickets and Sponsor Badges
- 4 Invitations to President's and Sponsors' Reception
- 2 vehicle passes
- Company representative to present prizes, where appropriate (provide own photographer)
- Recognition of sponsorship on sponsors boards erected around the showground



Gold £1000 - £2450

Examples include the Beef Cattle Section, The Westmorland Food Hall, The Grand Parade, Finger Posts and E-Ticket

- Acknowledgement in Schedule and Catalogue with logo
- Acknowledgement on Website plus coverage on social media
- Logo on mailings, where appropriate*
- Up to 4 places in our Corporate Hospitality Marquee for 3 course luncheon on Show day, or small trade stand/table space
- 2 banner spaces
- 1 full page colour advert in Catalogue
- 6 Show admission tickets and Sponsor Badges
- 6 Invitations to President's and Sponsors' Reception
- 3 vehicle passes
- Company representative to present prizes with professional photography for own use
- Recognition of sponsorship on sponsors boards erected around the showground
- Other arrangements on discussion

All prices subject to VAT
*Dependent on level



Principle Partner £2500+

Principle Partners may choose a Gold Level Sponsorship Area, or The Main Ring or The Member's Terrace – both reserved for Principle Partners.

- Acknowledgement in Schedule and Catalogue with logo
- Acknowledgement on Website plus coverage on social media prior to and post Show.
- Logo on mailings where appropriate
- 4 x 10 second slots on our Big Screen TV
- Table for 10 in our Corporate Hospitality Marquee - The Westmorland Marquee
- Trade stand space
- Logo printed on Show posters, leaflets, Show guide and Show catalogue stated as Principle Partner of the Show (Time constraints apply)
- 2 banner spaces
- 1 full page colour advert in Catalogue + Show guide
- 10 Show admission tickets and Sponsor Badges
- 10 Invitations to President's and Sponsors' Reception
- 5 vehicle passes
- Company leaflet included in our Member's newsletter mailing
- Company representative to present prizes with professional photography for own use
- PA announcements on the day
- Recognition of sponsorship on sponsors boards erected around the showground
- Other arrangements on discussion e.g. Rebranding/naming of a section

Exclusive Vice President's Marquee - open all day to Sponsor Badge holders and includes: complimentary coffee and biscuits – cloakroom – Garden Terrace overlooking the Main Ring - VIP toilets – Exclusive Bar and Buffett available within the enclosure

TV Screen Advertising

A fantastic opportunity to enhance your presence on Show day. Get ahead of the game by taking advantage of our new 33sq metre TV screen to advertise your company to the whole showground, gaining huge exposure.

Prices

Prime Package

Consisting of 8 x 10 second slots, this is made up of 4 off peak and 4 prime time slots - £355

Standard Package

Consisting of 4 x 10 second slots, this is made up of 2 off peak and 2 prime time slots - £200

Sponsors Package

Specifically discounted for our sponsors, consisting of 2 x 10 second slots, this is made up of 1 off peak and 1 prime time slot - £70.



Show Catalogue Advertising

Over 3,000 copies printed, 230+ pages, A5 colour catalogue

Full page colour back cover	£280
Full page colour inside back cover	£218
Full page colour	£169
Full page black and white	£130
Half page colour	£112
Half page black and white	£99



Banner Advertising

Main Ring banner £70

Horse Ring banner £50

Please note maximum size of 3m wide x 1m deep.



Experience Corporate Hospitality in The Westmorland Marquee

Enjoy the Show in a unique way by entertaining guests or clients in The Westmorland Marquee. Providing the best vantage point on Showday, it is a fantastic opportunity to relax and take in the atmosphere of the day whilst enjoying a three course luncheon with wine.

What's included

- Exclusive use of The Westmorland Marquee, plus access to Garden Terrace overlooking the Main Ring
- Complimentary Show Admission Ticket
- Mid-Morning Drinks Reception and President's Welcome
- Three course luncheon with wine, followed by tea and coffee
- Priority Parking
- Cloakroom and VIP toilets
- Complimentary Show catalogue and guide

Prices

Whole Table

Up to 10 guests £650

Shared Table

6 guests £450

4 guests £300

2 guests £150

All prices subject to VAT





**For more information,
please contact:**

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