

EDENBRIDGE & OXTED

AGRICULTURAL SHOW

Celebrating the country way of life since 1837



Sponsorship opportunities



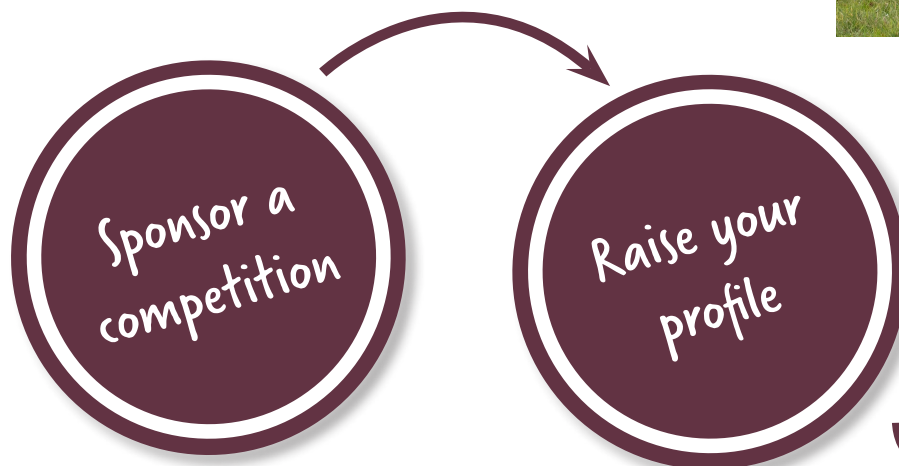
Put yourself and your brand at the very heart of our show by joining us as a sponsor.

To sponsor our show is quite possibly the most enjoyable way to experience the best of everything it has to offer, whilst providing great value back for your business or brand.

We have a range of options for you to choose – start small and buy breakfast to ‘Feed a Farmer’ or go big and become a Gold Partner to raise your profile and connect with our amazing exhibitors and visitors.

In 2023 we counted an incredible 45,000 people through our gates. With so many tickets now sold in advance we have great information that confirms that our visitors are drawn from right across Kent, Surrey and Sussex, London, Essex and even Hampshire. They tell us consistently that they come for the experience of a real, traditional agricultural show that’s kept livestock and equestrian showing and simple countryside fun at its heart.

This receptive audience spends all day with us, with plenty to keep all ages entertained and informed. It’s the perfect opportunity for brands who share our values and share our audience to continue their customer conversation.



Donate to charity and have a great day out!

Pick your package

This simple table shows the standard benefits we provide in return for the value of the sponsorship given.

Value of Sponsorship	Sponsor Badges (admit 1 person both days)	Access to Sponsors' Area	Governor Parking Passes	Member Lunch Vouchers	Main Ring Ad Banner	Catalogue Advert	Drinks Reception Invitation
£50 - £100	1	✓					✓
£101 - £150	2	✓					✓
£151 - £250	2	✓	1				✓
£251 - £450	4	✓	2				✓
£451 - £750	6	✓	3				✓
£751 - £1000	6	✓	3	6	✓	Half page	✓
£1001 - £1500	8	✓	4	8	✓	Half page	✓
£1501 +	10	✓	4	10	✓	Full page	✓

Gold Partners

- Sponsors of competition classes may also supply an advertising banner for display in the competition ring.
- Individuals sponsoring may nominate a charity to benefit from the advertising opportunities instead if they wish.
- Competition class sponsorship starts from £150. We have almost 700 classes, so please contact the Show Office to ask about those requiring a sponsor. There are options across our Equestrian, Horticulture, Cattle, Sheep, Pig and Goat sections.
- 'FEED A FARMER' - our Stockmans Tent houses a full field kitchen restaurant which is legendary for its cooked breakfast. When you're up at dawn to prepare your livestock for the show ring, having a sponsored voucher for your breakfast in your pocket helps make it all worthwhile! You can sponsor any amount to Feed a Farmer, with the corresponding sponsor benefits above.
- Gold Partner companies also receive two dedicated social media posts and a news article on our website to highlight your sponsorship and thank you for your support.
- All sponsors will be listed on our website with a link to the sponsor's website where relevant.

Please see Page 4 for a flavour of the sponsorship opportunities available for this year.

Bold advertising banners are effective in our show rings



Jackson-Stops & Harwoods invested in showjumps for multi-year brand exposure in support of their sponsorship.



The real value of your sponsorship

Our charity relies heavily on the support of our generous benefactors and sponsors who want to support what we do.

It's not just about creating a fun day out for our visitors – our charitable purpose is to make that fun day out a really valuable opportunity for the public to learn about farming and life in the countryside, about livestock breeding and meat production. We help people connect what they see on a supermarket shelf with the animals they pass in a field. For many children attending it's their very first encounter up close with cattle and sheep. Our competitions bring to life why standards in the sector matter so much; your support as a sponsor helps make this happen and supports our work.

Social isolation for those living and working in rural locations is an age-old issue which has thankfully been subject to greater discussion and awareness in recent times. Events such as our show are always keenly anticipated and are crucial as a social opportunity that can help combat the loneliness. We find time to help our exhibitors come together to remember absent friends and to celebrate life events. Keeping our show affordable for farmers to attend really matters. For this reason our competition entry fees, stalling and penning charges and camping passes are kept as low as possible. We know this approach means we remain very well-supported by the exhibitors. In 2023 we believe our show to have hosted the highest number of dairy cattle at any agricultural show outside of the specialist dairy sector – that's more cattle for the public to see than were on display at the Royal and County shows. A remarkable achievement for a south east event and testament to our strong team.

This does mean that we have to subsidise the agricultural entries by a significant sum each year though and we desperately need benefactors and sponsorship to help.



The reality of our costs

The marquees in which we house the livestock will cost us over £60,000 in 2024. We'll need 2,500 full-price-paying people through the gates to cover that cost alone. That's before we've spent over £3,000 on straw to put in those marquees.

All those people means we need a lot of loos! If the same number of people come along in 2024 as 2023 then it'll cost us £1.38 for every person on site to provide sufficient toilets and to keep them serviced.

There are so many costs for an event like ours that aren't really well-understood or considered. In 2023 our security, medical cover, refuse service, insurance, parking contractor, PA hire, ticketing, electricity and wifi costs together came to £185,000.

Our team, helped by dedicated volunteer committees and our charity trustees, works its socks off to challenge and reduce our costs, without compromising on the quality of the services or the character of the event. Your sponsorship helps ensure that our income can match our expenditure! Whilst our ability to make a surplus in a year now relies so heavily on the weather and on how many visitors pass through our paygates, knowing that a proportion of our essential costs are already covered is crucial.



New for 2024

Buzzy bees! We have the fab folks from Westerham Beekeepers with a new stand that will be focusing on education and outreach. Your company could kindly sponsor the marquee and facilities required for this new bee display.

£500

British Miniature Horses – these pocket size horses are utterly irresistible and will be competing for the first time at our show as we've been awarded a new Horse of the Year Show qualifier. The champion wins that golden ticket to compete against the best of the best at the Birmingham NEC later in the year.

£450

Coloured Pony – Junior Riders (Horse of the Year Show qualifier). This brand new HOYS class sees riders under the age of 18 compete on coloured non-native or native ponies for their place in the spotlight.

£155

Sheep – we've had so many competitors forward with Kerry Hills sheep that it's only right to make a special new competition section for the breed. Our sheep breed sponsors help by covering the prize money payable. Other breed sections still available include... Blue Texel, British Down Breeds, Jacob and Native Longwool.

£300

Sheep Show Team Award – our competitors often make that extra effort to customise their sheep pens with information for the public to help educate and promote their breed. This new prize will reward those who have taken the trouble to consider public education and breed promotion and who maintain their sheep pens in exemplary fashion.

£150

The **Bolddog Lings** are the UK's number 1 freestyle motocross team and they'll be performing their insanely daring display to thrill our crowds this year. Your company could sponsor their appearances – get your company name associated with these top professionals with the highest profile at our event.

POA

Sponsor a ring! We can name one of our display rings after your company, helping you raise your profile. "Next in the *YOUR NAME HERE* Ring don't miss the big showjumping class!". We have four rings dedicated to equestrian competition and, of course, our Main Ring to offer.

from
£2k

Sponsor a section – we can offer section sponsorship for...

- Members' Marquee
- Agility Dogs
- Guinea Pigs & Rabbits
- Cattle
- Pigs
- Sheep
- Goats

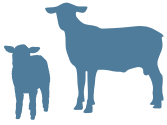
There are so many opportunities – chat with our Show Director or our Show Chairmen to discuss how you and your company could get involved. We'd love to welcome you.

Sponsorship from The Montreal Estate meant we could introduce new pedigree calf classes in 2021.

The incredible Bolddog Lings will be flying over our Main Ring in 2024. We can help put your name at the heart of the action as their sponsor.



Sponsorship is a marketing investment that works harder for you if you're creative with how you use the opportunity. That will look different for everyone as of course your business and your relationship with your market is unique. We're happy to tailor a package and support you as best we can.



Take a trade stand to help meet customers and prospects in person, to offer hospitality or to sell your products. *For example:* Ashdown Feeds have found they can sell products, greet existing customers in a social setting and use their stand as a base from which their team can enjoy the weekend.



Ask about opportunities for targeted advertising to our members or exhibitors. *For example:* Holleys, supplier of shavings to the equestrian sector, advertised within our equestrian competitor packs and supported this with an on-site trade stand presence.



Make your advertising pop! Run promotions linked to the show, make sure your customers know you sponsor us and tell them why it matters. Help build excitement around the event. *For example:* Galloway Horsebox Hire sponsor our local young rider and working hunter competitions which align with their customer profile. They run competitions and offer hospitality for their customers. Where we can we'll share your posts in our social feeds to help grow your audience.



CONDITIONS APPLICABLE TO SPONSORSHIP

Unless specifically agreed otherwise, sponsors are responsible for the cost and production of all banner and advertising materials they wish to display at the Show.

To help ensure standards and protect the character of the show, the Show Director with reference to the Members & Sponsors Committee reserves the right to remove any sponsor materials considered inappropriate. Banners can only be displayed in the agreed space, must be appropriately sized and may only be put in place by a member of the Show Team.

Consideration must be given to environmental sustainability in regard to sponsor materials with sponsors undertaking not to use promotional tools that could contribute to littering, noise or other nuisance.

Unless expressly agreed with the Show Director, there is no warrant of category exclusivity for sponsors. The Show reserves the right to accept sponsorship from others in a similar industry or category.

Class competition entries will vary from year to year. The Show makes no guarantee about minimum number of entries in a sponsored class or section.

Sponsorship does not confer the benefit of reduced competition entry fees.

Gold Partner titles cannot be given to companies who sponsor 'in kind' with goods or services. They are available to cash sponsors only.

Sponsor tickets are subject to our standard terms and conditions which can be found online here: www.edenbridge-show.co.uk/terms/ticket-terms

Sponsorship Form 2024

CONTACT NAME

CONTACT POSTAL ADDRESS
(WHERE WE'LL SEND YOUR PASSES)

CONTACT EMAIL

CONTACT PHONE

COMPANY NAME

WEB ADDRESS &
SOCIAL MEDIA HANDLES

COMPANY PHONE
(FOR PUBLICATION)

I'd like to sponsor:

FEED A FARMER £_____

COMPETITION CLASS(ES)
IDEALLY IN

SHEEP

PIGS

CATTLE

GOATS

HORTICULTURE

FUR & FEATHER

CLASS
SPONSORSHIP
BUDGET £_____

COMPETITION RING OR SECTION / BECOME A GOLD PARTNER

Please return this form by email to info@edenbridge-show.co.uk or by post to:
Edenbridge & Oxted Agricultural Show, The Old Dairy, Wintersell Farm, Dwelly Lane,
Edenbridge, Kent TN8 6QD.

We will respond to confirm your sponsorship and generate an invoice for your records.
Please remember to email us your logo and any advert that forms part of your package.

THANK YOU FOR YOUR SUPPORT!

REGISTERED CHARITY NUMBER 1102127