



CARTMEL
AGRICULTURAL SOCIETY
CUMBRIA

CARTMEL SHOW SPONSORSHIP OPPORTUNITIES 2019



WWW.CARTMELSHOW.COM

ABOUT CARTMEL SHOW

FOUNDED IN **1872**, CARTMEL SHOW HAS LONG PLAYED A SIGNIFICANT ROLE IN THE COUNTY'S AGRICULTURAL CALENDAR. OVER MANY DECADES, THE SHOW HAS DEVELOPED FROM A LOCAL GATHERING TO ONE OF THE BEST LOVED AGRICULTURAL SHOWS IN THE COUNTY.

THE SHOWGROUND IS SITUATED IN THE PICTURESQUE CARTMEL VALLEY, FRAMED BY THE LAKELAND FELS, OFFERING BOTH A UNIQUE SETTING AND GOOD ACCESS FROM THE A590.

WITH MANY AGRICULTURAL SHOWS ON THE BRINK OF SURVIVAL, THE MEMBERS OF CARTMEL AGRICULTURAL SOCIETY AND A DEDICATED TEAM OF VOLUNTEERS WORK HARD TO SAFEGUARD THE FUTURE OF THE SHOW BY ENSURING IT CONTINUES TO DEVELOP AN EXCITING AND DIVERSE BLEND OF HERITAGE, ENTERTAINMENT, TRADE STANDS, LIVESTOCK AND DEMONSTRATIONS, SO THAT VISITORS RETURN YEAR AFTER YEAR TO ENJOY THIS FANTASTIC DAY OUT.



2018 WAS A SUCCESSFUL YEAR FOR THE SHOW WITH ATTENDANCE OF APPROXIMATELY **9,000 PAYING VISITORS** AND LIVESTOCK/ CRAFT EXHIBIT ENTRIES REACHING ALMOST **3,000**.

HIGHLIGHTS FROM 2018 INCLUDED THE (NEW) SHETLAND PONY GRAND NATIONAL AND A PACKED FOOD THEATRE DEMONSTRATION LINE UP INCLUDING MICHELIN -STARRED CELEBRITY CHEF, SIMON ROGAN.

2019 PROMISES TO BUILD UPON PREVIOUS SUCCESSES, WITH POPULAR MAIN RING ATTRACTIONS SECURED AND AN EXCITING LINE UP OF DEMONSTRATIONS AND ENTERTAINMENT PLANNED TO DRAW THE CROWDS.

SUPPORTED BY A **DEDICATED EVENT MARKETING PROGRAMME** AND LOCAL & REGIONAL PRESS, CARTMEL SHOW OFFERS A FANTASTIC PLATFORM FOR BUSINESSES TO **DRIVE BRAND** AWARENESS AND **ENGAGE WITH CUSTOMERS**. WE ARE PLEASED TO OFFER A RANGE OF **GREAT VALUE SPONSORSHIP PACKAGES** TO HELP PROMOTE YOUR BRAND. WE ARE ALSO HAPPY TO TAILOR THESE TO YOUR INDIVIDUAL AIMS AND REQUIREMENTS.

TAILORED SPONSORSHIP PACKAGES FROM JUST £150
* PLEASE ENQUIRE FOR OTHER SPONSORSHIP OPTIONS

SPONSORSHIP PACKAGES

LEVEL 1 PACKAGES

INDIVIDUAL SHEEP BREED SECTIONS £150

1 BANNER LOCATED IN YOUR SPONSORED AREA

2 X ENTRY TICKETS

2 X LUNCH TICKETS

LOGO & HYPERLINK ON SPONSORS WEBPAGE

ACKNOWLEDGMENT IN CATALOGUE

**POULTRY & RABBIT MARQUEE £150,
CRAFT MARQUEE £150,
HORTICULTURAL MARQUEE £150,
DEMONSTRATION MARQUEE £150**

SAME AS ABOVE.

LEVEL 2 PACKAGES

**DAIRY SECTION £250,
BEEF SECTION £250,
CATTLE YOUNG HANDLERS £250**

HALF PAGE BLACK & WHITE ADVERT

2 BANNERS LOCATED IN YOUR SPONSOR AREA

2 X ENTRY TICKETS

2 X LUNCH TICKETS

LOGO & HYPERLINK ON SPONSORS WEBPAGE

ACKNOWLEDGMENT IN CATALOGUE

**DOG SHOW RING £200,
WORKING HUNTER RING £200,
HORSE/PONY RING £200.**

SAME AS ABOVE.



OVER 125
STALLHOLDERS &
TRADE STAND
EXHIBITORS IN 2018

"THE SHOW HAS BUILT A REPUTATION FOR BEING ONE OF THE BEST IN THE COUNTY AND BEYOND. I'M CERTAIN THAT THE STUNNING SURROUNDINGS OF THE CARTMEL VALLEY ARE A KEY FACTOR IN CREATING THE SHOW'S SPECIAL ATMOSPHERE" STUART HIGGINSON, 2018 SHOW PRESIDENT

SPONSORSHIP PACKAGES

LEVEL 3 PACKAGES

FOOD HALL MARQUEE £500

HALF PAGE BLACK & WHITE ADVERT

2 BANNERS LOCATED IN YOUR SPONSORED AREA

4 X ENTRY TICKETS

4 X LUNCH TICKETS

1 DEDICATED SOCIAL POST & OTHER RELEVANT MENTIONS

LOGO & HYPERLINK ON SPONSORS WEBPAGE

ACKNOWLEDGMENT IN CATALOGUE

FOOD THEATRE £500

SAME AS ABOVE.

OTHER OPPORTUNITIES

SHOW CATALOGUE ADVERTISING

FULL PAGE BLACK & WHITE £60 / HALF PAGE BLACK & WHITE £40

BANNER ADVERTISING (BANNERS TO BE MAXIMUM 3M WIDE X 1M DROP)

£35 PER BANNER

LEVEL 4 PACKAGES

MAIN RING SPONSOR £1,250

NAMING OF THE MAIN RING (IN CATALOGUE/ ON WEBSITE/ IN PRESS/ PA ANNOUNCEMENTS ON THE DAY)

FULL PAGE COLOUR ADVERT

UP TO 6 RINGSIDE BANNERS

2 DEDICATED SOCIAL POSTS & OTHER RELEVANT MENTIONS

LOGO ON THE WEBSITE HOMEPAGE

LOGO & HYPERLINK ON SPONSORS WEBPAGE

6 X ENTRY TICKETS

6 X LUNCH TICKETS

ACKNOWLEDGMENT IN CATALOGUE

OTHER ARRANGEMENTS ON DISCUSSION

SHETLAND GRAND NATIONAL SPONSOR £1,000 & GRAND PARADE SPONSOR £1,000

NAMING OF THE EVENT (IN CATALOGUE/ ON WEBSITE/ IN PRESS/ PA ANNOUNCEMENTS ON THE DAY)

ALL OTHER ITEMS AS ABOVE



FOR FURTHER INFORMATION ABOUT SPONSORSHIP OPPORTUNITIES PLEASE CONTACT:

RACHEL LORD - MARKETING@CARTMELSHOW.COM / 07968 899919
SARAH DICKINSON - SECRETARY@CARTMELSHOW.COM / 015395 62683