

TENDRING SHOW



Brought to you by Tendring
Hundred Farmers' Club

2023

Sponsorship Opportunities



THE TENDRING SHOW

The Tendring Show is one of the largest one day agricultural shows in the UK as well as Essex County's Premier Agricultural Event.

Always held on the second Saturday in July, the 2023 Show will be the 106th Show and will be held on Saturday 8 July.

The Show combines top class entertainment; animals, from Guinea Pigs, Rabbits and Poultry, to Goats, Sheep, Cattle and Horses, together with over 250 tradestands and exhibits, including a beautiful Art & Lifestyle Marquee, and huge Food Pavilion championing local produce, all set in a beautiful parkland setting. The Tendring Hundred Farmers' Club was founded in 1899 with the aim of making new technical knowledge available to local farmers in an effort to improve animal breeding and stock rearing. An annual Show was developed, which now attracts an audience in the region of 22,000 over the course of the day.

The Tendring Show is a family show that brings together rural and urban communities in the Essex region. While still maintaining its agricultural roots through large displays of farm machinery and a focus on rural pastimes, the Show offers challenging and informative displays, an open air shopping experience with over 200 tradestands, as well as a wide range of exhibitions and so much more.

The Show is always a fun family day out – full of interest, entertainment, education, and local country colour!

Tendring Hundred Farmers' Club, the organisers of the Tendring Hundred Show, is a registered charity and as such any surplus income arising from the Show's fund raising activities is invested in accordance with our charitable objectives.

WHY SPONSOR THE TENDRING SHOW?

The Tendring Show is one of the biggest one-day events in Essex, and one of the most popular with visitors and exhibitors alike – drawing on average 22,000 visitors each year. However, the continued success of the Show is only possible with the support of local companies and organisations.

Sponsorship is crucial to maintaining the high standard of entertainment and exhibits offered at the Show.

By involving your company in this premier event you can benefit in these key areas:

- Targeted reach of 20,000+ potential customers from the Essex and Suffolk/Cambridgeshire area
- Effective brand exposure for your product or service
- Excellent hospitality facilities for yourself and your guests

To Summarise:

- A gate in the region of 22,000 each year.
- 6,000+ hits per week on the show website at peak times prior to the show
- 4,000 show programmes sold on the day of the Show
- 1,000 members and guests receiving Show Programmes and mailers prior to the show
- Mentions and cross promotion on social media channels where appropriate
- Hospitality in our Sponsors Enclosure (Milsom Catering) with an opportunity to meet other companies and our members.

SPONSORSHIP & MARKETING OPPORTUNITIES

We offer various levels of sponsorship to meet all budgets. All our basic packages are listed below, however other options are available. Please do contact us for details of sponsorship of specific areas of the Show or for any further information.



PRIZE FUND DONATION - from £330 (£275 + vat)

- ◆ 2 Guest Badges for admission to the Members' Enclosure
- ◆ 1 Forward Area Car Park Pass
- ◆ 1 Show Programme (including a listing in the Show Programme as a sponsor of the Prize Fund)
- ◆ 2 Tea Tickets for use in the Members' Marquee

BRONZE SPONSORSHIP - from £474 (£395 + vat)

- ◆ 2 Sponsor Admission Badges
- ◆ 1 Show Programme (including your listing as a sponsor within)
- ◆ 1 Forward Area Car Parking Pass
- ◆ Admission to Sponsors' Enclosure by the President's Ring, including complimentary drinks
- ◆ 2 Sponsor Lunches in the Sponsors' Marquee
- ◆ 2 Tea Tickets for use in the Sponsors' Marquee

SILVER SPONSORSHIP - from £660 (£550 + vat)

- ◆ 4 Sponsor Admission Badges
- ◆ 1 Show Programme (including your listing as a sponsor within)
- ◆ 2 Forward Area Car Parking Passes
- ◆ Admission to Sponsors' Enclosure by the President's Ring, including complimentary drinks throughout the day
- ◆ 4 Sponsor Lunches in the Sponsors' Marquee
- ◆ 4 Tea Tickets for use in the Sponsors' Marquee

SILVER SPONSORSHIP PLUS+ - from £720 (£600 + vat)

As above plus:

- ◆ 1 Invitation to the Art Show Preview (Admits 2)
- ◆ 2 Sponsor Admission Badges (excludes lunch/tea)

GOLD SPONSORSHIP - from £1,080 (£900 + vat)

- ◆ 6 Sponsor Admission Badges
- ◆ 1 Show Programme (including your listing as a Sponsor within)
- ◆ 3 Forward Area Car Parking Passes
- ◆ Admission to Sponsors' Enclosure by the President's Ring, including complimentary drinks throughout the day
- ◆ 6 Sponsor Lunches in the Sponsors' Marquee
- ◆ 6 Tea Tickets for use in the Sponsors' Marquee
- ◆ 1 Banner position on the showground
- ◆ Public address announcements during the day
- ◆ 1 Invitation to the Art Show Preview (Admits 2)
- ◆ OPTIONAL PRESIDENT'S RING BANNER POSITION (additional fee required)

PLATINUM SPONSORSHIP - from £1,560 (£1300 + vat)

The Package includes all those listed in the Gold Package, plus the following (or tailored to suit individual requirements):

- ◆ 2 Additional Sponsor Admission Badges
- ◆ 2 Additional Lunch & Tea Tickets
- ◆ Additional Invitation to Art & Lifestyle Show Preview
- ◆ 2 Banner positions on the showground
- ◆ 1 Full Page Advertisement in the Show Programme



