

TENDRING SHOW



Brought to you by Tendring
Hundred Farmers' Club

Sponsorship Opportunities 2024



THE TENDRING SHOW

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 and the Tendring Show is now Essex County's premier agricultural event and one of the largest one day agricultural shows in the UK, attracting an average attendance of 22,000 over the course of the day.

Always held on the second Saturday in July, the 2024 Show will be the 107th Show and will be held on Saturday 13 July.

The Show, set in a beautiful parkland setting, combines top class entertainment, a wide range of animals, from guinea pigs and fancy rats to sheep, cattle and horses, and over 250 tradestands and exhibits, including a beautiful Art & Lifestyle Marquee and a Food & Drink Pavilion championing local produce.

The Tendring Show is a fun and educational family day out, bringing 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 entertainment alongside challenging and informative displays.

The Tendring Hundred Farmers' Club, the organisers of the Tendring 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
- Listing and the opportunity to advertise in the show programme (4,000 copies printed)
- 1,000 THFC 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.

Please contact: **Elizabeth Payne - Show Secretary**
01206 231821 info@tendringshow.co.uk



PRIZE FUND DONATION - from £360 (£300 + vat)

- ◆ Two guest badges for admission to the Members' Enclosure
- ◆ One forward area car park pass
- ◆ Two afternoon teas in the Members' Marquee

BRONZE SPONSORSHIP - from £540 (£450 + vat)

- ◆ Two sponsor admission badges
- ◆ One forward area car parking pass
- ◆ Admission to Sponsors' Enclosure by the President's Ring, including complimentary drinks
- ◆ Two lunches in the Sponsors' Marquee
- ◆ Two afternoon teas in the Sponsors' Marquee

SILVER SPONSORSHIP - from £780 (£650 + vat)

- ◆ Four sponsor admission badges
- ◆ Two forward area car parking passes
- ◆ Admission to Sponsors' Enclosure by the President's Ring, including complimentary drinks
- ◆ Four lunches in the Sponsors' Marquee
- ◆ Four afternoon teas in the Sponsors' Marquee

GOLD SPONSORSHIP - from £1,200 (£1,000 + vat)

- ◆ Six sponsor admission badges
- ◆ Three forward area car parking passes
- ◆ Admission to Sponsors' Enclosure by the President's Ring, including complimentary drinks
- ◆ Six lunches in the Sponsors' Marquee
- ◆ Six afternoon teas in the Sponsors' Marquee
- ◆ One Invitation to the Art Show Preview (admits two)
- ◆ One banner position on the showground
- ◆ Public address announcements during the day
- ◆ OPTIONAL PRESIDENT'S RING BANNER POSITION (additional fee required)



PLATINUM SPONSORSHIP - from £1,740 (£1,450 + vat)

- ◆ Eight Sponsor Admission Badges
- ◆ Three Forward area car parking passes
- ◆ Admission to Sponsors' Enclosure by the President's Ring, including complimentary drinks
- ◆ Eight Lunches in the Sponsors' Marquee
- ◆ Eight afternoon teas in the Sponsors' Marquee
- ◆ Two Invitations to the Art & Lifestyle Show Preview (each admits two)
- ◆ Two banner positions on the showground
- ◆ Public address announcements during the day
- ◆ One full page advertisement in the Show Programme
- ◆ OPTIONAL PRESIDENT'S RING BANNER POSITION (additional fee required)



BESPOKE PACKAGES

Please contact the THFC Office if there is a specific area of the Show that you would be interested in sponsoring, we would be delighted to discuss the options for a bespoke sponsorship package. Opportunities include e-tickets, displays, equine and livestock classes, specific marquees and printed material.

All sponsors receive a complimentary copy of the Show Programme with their listing as a sponsor (as long as confirmation is received by the deadline).

