



Sponsorship guide

24th May 2025

DMOS PEOPLE WEST MID SHOWGROUND, SHREWSBURY, SY1 2PF



Shropshire County Show

www.shropshirecountyshow.com

Shropshire County Show

The Shropshire County Show was created in the late nineteenth century when it was launched as part of the cooperative venture - The Shropshire and West Midlands Agricultural Society.

The show now caters for a wider audience than ever before but never loses sight of its primary goal - highlighting and promoting the vital role that our agricultural industry plays in the Midlands.

It is now a successful and popular family event that attracts thousands of people year on year.

Sponsor

As a sponsor, you will have a unique opportunity to put your brand in front of our visitors on show day, along with a wealth of associated coverage on social media and in the local and regional press.

Sponsors also welcome employees, clients and customers to enjoy the show from the comfortable VIP area.

Reach your target market

Supporting Shropshire County Show highlights your business to our thousands of visitors, and the wider farming and town community.

We have more than 13,500 followers (and growing every day!) across our social media channels, and significant reach comes with our events - more than 100,000 people see our Shropshire County Show event on Facebook and more than 10,000 follow it in the run up to the event.










Thank you

The Shropshire County Show is thankful to all its current and previous sponsors. Your support makes a huge difference!

Show Partner
£2,000



Our Show Partners will receive a bespoke sponsorship package according to their needs. Key benefits include...

-  **Complimentary large exhibition stand and space.**
-  **15 entry badges for use on show day, giving full access to VIP members' area and premium views of main ring entertainment.**
-  **A welcome drink in the President's suite as you watch the show opening and complimentary tickets for 6 people at the President's Lunch.**
-  **A blog published on the Shropshire County Show website (including back-link to your website), to announce your support of the show.**
-  **Presentation of Show Partner certificate.**
-  **Branding opportunities around the showground, including 2 banners in the main ring, being displayed at all events from 1st April through to 5th November.**
-  **Your company branding placed on the Shropshire County Show and DMOS People West Mid Showground websites.**
-  **Full-page advert in the show programme and logo on the timetable page of a main area as well as in the Livestock and Horse schedules as appropriate.**
-  **Promotion of your brand on the DMOS People West Mid Showground and Shropshire County Show social media channels.**

Our Sponsorships

£250 to £1,000



Benefit	Bronze	Silver	Gold
Advert in show catalogue		Half page	Full page
Show catalogue and sponsor board mention	✓	✓	✓
Company name on website	✓	✓	✓
Sponsor badges for entry and VIP entry	2	4	6
Free Trade Stand			Five metres
PA announcements	✓	✓	✓
Ringside banner (as supplied)	✓	✓	✓
Member's Lunch		2	4
	£250	£500	£1,000

****We are a registered charity and any donations received are allowable against tax for your company**

Corporate Sponsorship From £100



Partnering with our annual agricultural show offers companies a unique opportunity to fulfill their Corporate Social Responsibility (CSR) goals while providing a memorable experience for employees.

As a corporate sponsor, your company will enjoy exclusive benefits that include:

- **Employee Engagement:** Offer your employees a special day out at one of the region's most anticipated events, fostering team spirit and appreciation.
- **Brand Visibility:** Showcase your brand in the main ring on show day, reaching a broad and diverse audience, and reinforcing your commitment to community engagement.
- **Networking Opportunities:** Connect with other industry leaders, potential clients, and key stakeholders in a relaxed and social environment, enhancing your business relationships and expanding your network.

By becoming a corporate sponsor, your company will not only contribute to the success of a cherished community event but also align with your CSR objectives while reaping the rewards of increased brand exposure and employee satisfaction.

If you would like more information on Corporate Sponsorship, which is priced dependent on the number of complimentary tickets you require, please contact the Sponsorship Secretary on sponsorship@shropshirecountyshow.com



Livestock



Our Livestock sponsorships cover the cost of prize money for each section and if you choose to support us in this way we will acknowledge your support in the relevant section in the catalogue and list an acknowledgement in our Show Programme.

Cattle Sections - £120

Sheep Sections - £120

Horse Sections - £120

We are very grateful to a number of the West Midlands Agricultural Society members and long-time show supporters who gift us donations each year.

If you would like to gift a donation to the show in return for a bespoke package that includes class sponsorship please contact our Sponsorship Secretary on sponsorship@shropshirecountyshow.com



Other opportunities

Entertainment Sponsors (the sponsorship of a Main Arena or Countryside Arena performer/display) - £700 to £4000 - *please email sponsorship@shropshirecountyshow.com for more information.*

You Are Here Board - £250 - large floorplan board at a location on the showground.

Visitor newsletter sponsor - £200 per newsletter - your company brand on a banner in our newsletter sent out to all ticketholders a week prior to the show.

Ringside banner - £175 - a banner in our main ring on show day.

All Sponsorships include two entry tickets to the event and recognition on the sponsor board and show programme (if agreed prior to the print date).

Friends of the Show package - £120 - a year's membership to the Shropshire and West Midlands Agricultural Society for up to 4 friends and family.

Work in kind/donations

As a Society organising the show, we rely on extra support from individuals willing to offer work in kind or donate supplies. This can be anything from bottled water for our stewards to hay bales and more.

Advertising and Promotions



We offer advertising opportunities in our Show Programme which can be ordered in advance by our visitors and is available on show day.

A5 Full page (148.5mm x 210mm) - £150

A6 Half page (148.5mm x 105mm) - £100

A7 Quarter page (74mm x 105mm) - £75

To avoid a white line or chopping off part of the artwork please add a 3mm bleed.

Please send all advert designs to showsecretary@shropshirecountyshow.com

Banners

Our main ring is large and can take banners of varying sizes but we recommend a banner that is 3.5 metres x 80cm.

Banners can be dropped at our Show Office on the DMOS West Mid Showground in Berwick Road from April 1st and collected at any point after the show up until November 10th.

Shropshire County Show

May 24th, 2025

Sponsorship Application



I would like to sponsor as indicated below:

Show Partner	<input type="checkbox"/>	Entertainment	<input type="checkbox"/>	Cattle Section	<input type="checkbox"/>
Bronze	<input type="checkbox"/>	Work in kind	<input type="checkbox"/>	Horse Section	<input type="checkbox"/>
Silver	<input type="checkbox"/>	Advertising	<input type="checkbox"/>	Sheep Section	<input type="checkbox"/>
Gold	<input type="checkbox"/>	Location board	<input type="checkbox"/>	Ringside Banner	<input type="checkbox"/>
Corporate	<input type="checkbox"/>	Friends	<input type="checkbox"/>		

Name:

Organisation:

Address:

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Email:

Tel No:

Please return this form either by post or email and we will invoice you for payment by return.

Show Office, West Mid Showground, Gravel Hill Ln, Shrewsbury, SY1 2PF

Email: showsecretary@shropshirecountyshow.com

Alternatively please contact our Sponsorship Officer on sponsorship@shropshirecountyshow.com or **submit your application online** at

www.shropshirecountyshow.com

Thank you for your support