



DORSET SPRING SHOW

3 & 4 MAY 2025



**YOUR
SPRING
ADVENTURE**
awaits...

**TRADE & SPONSORSHIP
OPPORTUNITIES**



PUDDLETOWN, DT2 7LN



Where Dorset *Blooms* & MEMORIES BLOSSOM



Cheddar cheese from
these local farms gives it a
real taste. Buy 2kg or more
and you'll get a special discount
on all cheese.
£3.99 per 100g



Welcome to spring!

The second edition of the Dorset Spring Show has bloomed into life!

Join us for a spring celebration of food, farming and countryside life in the Spring. Experience captivating demonstrations, exhilarating entertainment, have a go sessions, educational zones, savour delicious local foods, support local crafters and even make the acquaintance of a lamb!

The Dorset Spring Show combines education with entertainment on everything rural life in Dorset. The Show offers a vast day out for all ages, including:

- Axemen Demonstrations
- Terrier Racing
- The Sheep Show
- Titan the Robot
- Demonstration Theatre
- Falconry
- Crafters
- Spring Farm - meet the Lambs, Calves, Pigs and more!

This years Show moves to a new home near Puddletown. Birch Lane Showground allows the Show to expand in size, both parking and the event itself. The site is just 10 minutes from Dorchester and offers improved access from across Dorset, being a short drive from both the A35 and A354, enhancing our entry routes for visitors. The new home which is a working farm provides an immersive experience, with stunning views across the Dorset countryside.

The Dorset Spring Show will celebrate Spring in Dorset on 3rd & 4th May - we hope you will join us!

10,000+
VISITORS

211

TRADE STANDS



278

COMPETITION
ENTRIES



312,241

REACH ON DORSET
SPRING SHOW
FACEBOOK IN APRIL



**OUR NEW
HOME**



BIRCH LANE SHOWGROUND

PUDDLETOWN

2025 VENUE:

PUDDLETOWN, DT2 7LN

BIRCH LANE SHOWGROUND



Sponsor the Show



Become a partner and sponsor of the Dorset Spring Show and **get your brand noticed!**

You will not only be supporting this new event but also contribute to the promotion of food, farming, countryside and rural life in Dorset. This partnership offers your brand a unique opportunity to gain significant visibility and access to a wide audience.

Take a moment to explore the various sponsorship opportunities available:

PACKAGES

Copper

£80 +VAT

- Sponsorship of a competition class inc logo in the schedule
- Acknowledgement on the Dorset Spring Show website
- 1 x 3m length banner at the Dorset Spring Show
- Logo on sponsors acknowledgements located around the Show
- 2 x Show Tickets (either day for one day)

Bronze

£150 +VAT

- Logo on the Dorset Spring Show website
- Sponsorship of 2 Competition Classes inc logo in the Schedule
- Logo on sponsors acknowledgements located around the Show
- Acknowledgement on social media
- Logo within the digital Show Guide
- 2 x 3m length banner at the Dorset Spring Show
- 4 x Show Tickets (either day for one day)

Silver

£200 +VAT

- Logo on the Dorset Spring Show website
- Sponsorship of 3 Competition Classes inc logo in the Schedule
- Logo on sponsors acknowledgements located around the Show
- Logo within the digital Show Guide
- 2 x 3m length banner at the Dorset Spring Show
- 6 x Show Tickets (either day for one day)

Gold

£350 +VAT

- Sponsorship of an Act in the Demonstration Theatre

Gold+

£400 +VAT upwards

- Sponsorship of an Act, based in the Spring Arena

Gold Benefits:

- Logo on the Dorset Spring Show website
- Logo on the 'What's on' page. Gold+ will receive an acknowledgement with the act box
- Logo on the Show timetables displayed online, at the Show and sent via an E-Newsletter
- Social media acknowledgement. Gold+ will receive an acknowledgement when their act is announced
- Acknowledgement on an E-Newsletter (15,000 subscribers). Gold+ to feature with their act
- Half page advert within the Digital Show Guide
- Logo on sponsors acknowledgements located around the Show
- PA announcement prior to the act
- 3 x 3m length banners at the Dorset Spring Show - to be provided by the sponsor
- 8 x Show Tickets (either day for one day). Gold+ receives 7 x Show Tickets



**ACT
SPONSOR**

Sponsor the Show

Platinum

£450 +VAT upwards

Sponsorship of an Area within the Dorset Spring Show, including:

- Demonstration Theatre
- Competitions Marquee
- Gardeners Avenue inc Floral Stands
- Food & Drink Village
- Food Hall
- Shopping Hall
- Spring Farm Area
- BMX Bike Arena
- Workshops
- The Sheep Show
- Axemen Ring



Platinum+

Sponsorship of an Area within the Dorset Spring Show, including:

- Spring Arena - £1,200 +VAT
- Event Field Sponsor - £1,000 +VAT
- Car Parks Sponsor - £650 +VAT
- Titan the Robot Sponsor - £800 +VAT
- E-Ticket Sponsor - £900 +VAT

Platinum Benefits:

- Logo on the Dorset Spring Show website homepage
- Logo on the 'What's on' page with an acknowledgement alongside the area sponsored
- Logo on the Show timetables displayed online, at the Show and sent via an E-Newsletter
- Social media acknowledgement inc tags when the sponsored area is mentioned
- Acknowledgement on an E-Newsletter with the area sponsored (15,000 subscribers)
- Static advert within an E-Newsletter
- Full page advert within the Digital Show Guide
- Logo on sponsors acknowledgements located around the Show
- Sign and/or banner next to the area Sponsored
- Platinum+ Sponsors can provide additional branding in their sponsored area
- PA announcements
- 4 x 3m length banner at the Dorset Spring Show - provided by the sponsor
- 10 x Show Tickets (either day for only one day)

Major Show Sponsor

£2,000 +VAT

See your brand feature throughout the Dorset Spring Show.

This package provides class, act and area sponsorship options alongside branding on materials in the lead up to and over the Dorset Spring Show. This includes E-Tickets, website and signage around the Show.

Overall Show Sponsor

£6,000 +VAT



Grow with Dorset Spring Show!

The Headline Show Sponsor helps you to reach Dorset in the Spring. Providing the highest brand awareness, featuring on the majority of Show material. This includes but is not limited to the roadside boards, road banners, E-Tickets, leaflets and schedules. The sponsor will also feature heavily on digital aspects, including the Show website, digital adverts, E-Newsletters, social media and the digital Show Guide. Then throughout the Show itself, with signage sitewide alongside the option of acts, areas and class sponsorship providing even greater brand awareness.

All packages can be tailored

Trade at the Show



Take a Trade Stand at the Dorset Spring Show and meet new customers while expanding upon relations with existing customers. The Show offers a range of trading opportunities in different areas of the Show.

Take a moment to explore the various trading opportunities available:

GENERAL OUTSIDE TRADE

Spaces located outside on grass.

Size	Price
3m frontage x 3m depth	£95 +VAT
6m frontage x 3m depth	£159 +VAT
9m frontage x 3m depth	£220 +VAT
12m frontage x 3m depth	£275 +VAT
15m frontage x 3m depth	£335 +VAT
6m frontage x 6m depth	£165 +VAT
9m frontage x 6m depth	£225 +VAT
12m frontage x 6m depth	£285 +VAT
15m frontage x 6m depth	£345 +VAT
9m frontage x 9m depth	£255 +VAT
12m frontage x 9m depth	£285 +VAT
15m frontage x 9m depth	£305 +VAT
12m frontage x 12m depth	£340 +VAT
15m frontage x 12m depth	£430 +VAT
18m frontage x 12m depth	£530 +VAT

OUTSIDE CRAFTS

Spaces located outside on grass for homemade craft products. These stands will be located across the Show. All items must be handmade by the seller.

Size	Price
3m frontage x 3m depth	£65 +VAT
4m frontage x 3m depth	£79 +VAT
5m frontage x 3m depth	£93 +VAT
6m frontage x 3m depth	£107 +VAT
7m frontage x 3m depth	£121 +VAT
8m frontage x 3m depth	£135 +VAT
9m frontage x 3m depth	£148 +VAT

SHOPPING PAVILION

Spaces located inside a marquee on grass - no shell scheme. *Limited availability*

Size	Price
3m frontage x 3m depth	£145 +VAT
6m frontage x 3m depth	£280 +VAT

FOOD HALL

Spaces located inside a marquee on grass - no shell scheme. The priority is given to those that produce their own product using locally sourced produce from Dorset or the surrounding counties. *Limited availability*

Size	Price
3m frontage x 3m depth	£165 +VAT
6m frontage x 3m depth	£290 +VAT
Onsite consumption Surcharge (sales of drinks and foods for immediate consumption)	£140 +VAT (Surcharge on top of a stand pitch)

FOOD & DRINK VILLAGE

Spaces located outside on grass. This area is for foods for onsite consumption along with foods to take home to enjoy or use in the kitchen. The priority is given to those that produce their own product using locally sourced produce from Dorset or the surrounding counties.

Size	Price
3m frontage x 3m depth	£99 +VAT
6m frontage x 3m depth	£160 +VAT
9m frontage x 3m depth	£221 +VAT
6m frontage x 6m depth	£215 +VAT
Onsite consumption Surcharge (sales of drinks and foods for immediate consumption)	£210 +VAT (Surcharge on top of a stand pitch)

FLORAL STANDS

Spaces located outside on grass for plant and flower sales.

Size	Price
3m frontage x 3m depth	£45 +VAT
6m frontage x 3m depth	£75 +VAT
9m frontage x 3m depth	£102 +VAT
6m frontage x 6m depth	£117 +VAT

CATERING CONCESSIONS

Spaces for food and drink sales for immediate consumption are located across the Show. This is done by a tender process.

Complimentary Ticket allowance included in stand cost: (Additional tickets can be purchased on the summary page at discounted rate)		
Stand Frontage	One Day Tickets	Show Day Vehicle Passes
3m	4 (two people each day)	1
6m	6 (three people each day)	1
9m	8 (four people each day)	2
12m	10 (five people each day)	2

Additional Exhibitor Day Tickets:
£10 +VAT

Camping (Exhibitors only):
£20 +VAT - no electric, standpipes or showers

ELECTRIC

13 Amp Commercial Supply Low Voltage (1 Kilowatt). Strictly no kettles	£60
16 amp commercial supply Max 2.5 Kilowatts	£115
32amp commercial supply Max 6 kilowatts	£220

Electricity is made available subject to the usual caveat that every effort will be made to maintain supply at all times. ELECTRICITY IS AVAILABLE FROM FRIDAY AT APPROXIMATELY 5.30PM UNTIL 5.00PM ON SUNDAY EVENING. The supply will be delivered as a "cee form" socket and an adaptor will be required if you require a standard 13amp plug.

SHOW IS OPEN BOTH DAYS BETWEEN: 09:30 - 17:00

Set up is permitted from the following dates:

Outside Trade Stands: Monday 28th April 2025 | Inside Trade Stands: Thursday 1st May 2025

Trade Stand Pitches must be cleared by the following dates:

Outside Trade Stands: 17:00 on Monday 5th May 2025

Inside Trade Stands: 20:00 on Sunday 4th May 2025

All items on the stand space including rubbish must be cleared by the requested date - a charge will be implemented if the stand space is not cleared as stated above

Wifi:

The Dorset Spring Show aims to provide WiFi to Traders. The signal is limited to card payment machines. Continue to ensure you have multiple means of taking payments.

SATURDAY SET UP:

Set up is permitted from 06:00 until 09:30 on Saturday 3rd May.

Vehicle Movement ends at 09:30. All vehicles must be in a designated parking areas by 09:30. Any vehicles left on Avenues will be towed.

SUNDAY RESTOCK:

The site reopens for restocking of stands on the Sunday morning at 07:00. Vehicle Movement ends at 09:30. All vehicles must be in a designated parking areas by 09:30. Any vehicles left on Avenues will be towed.

RUBBISH

Cardboard may be placed next to the Shows bins on the evening of Friday 2nd May and Saturday 3rd May to be cleared early on the following morning prior to Show opening. Please place all other rubbish in the bins provided and do not leave rubbish on your stand location. The Show is held on working farm land - **help us to protect the Dorset countryside.**

LAYOUT

This being a new venue, and only the second time the Dorset Spring Show is held, a layout will be available in early April once trade bookings have closed.

ACCESS

Your vehicle entry route will be dependant on your stand location. You will be provided with the relevant gate details in advance of the Show.

PARKING

There is no parking behind stands unless within your booked and paid for space. There is limited parking available behind the Shopping Pavilion and Food Hall, for those trading within these marquees. The Show will offer a Traders Car Park with limited parking capacity. A Car Pass to park here will be provided prior to the Show. Parking within the Public Car Parks is free of charge.

SECURITY:

Overnight patrols begin from Thursday 1st May 2025.. Items left onsite during the set up and event weekend is left at the traders risk and responsibility.

WET WEATHER:

In the event of poor weather in the lead up to or over the Show, vehicle access to grass areas maybe restricted or the layout adjusted. It may be that we request you delay set up, or arrive earlier or carry items from Car Parks. The priority is to preserve the grass for the visitors.

VEHICLE MOVEMENT IS PROHIBITED BETWEEN 09:30 - 17:00

Get involved *with the Show*

Take part in the Dorset Spring Show 2025!

Are you a talented chef, eager to **showcase your culinary skills**? Want to share how you produce your delicious creations? Or perhaps you have a unique product you can **demonstrate creating**? Would you like to **engage with potential customers** and **sell products** at a vibrant new event? Do you want to **promote your business** or launch your new book?

The Dorset Spring Show offers a fantastic opportunity for all of this and more! It is your chance to connect with people from across Dorset and beyond, right in the heart of our community.



Speakers Stage: Share your story, knowledge and insights.



Trading Areas: Display and sell your products to a diverse and enthusiastic crowd.



Food & Drink Theatre: Demonstrate your culinary expertise and captivate food enthusiasts. Do you produce a food or drink product? Do a demonstration on how it is made.



Demonstration Areas: Showcase your skills, educate visitors, promote rural skills and agriculture. Areas include **Rural Skills, Craft Demos, Agriculture Demos**.



Floral Demonstrations: Share flower arranging and floral knowledge.



Farming Zone: Showcasing the Food to Fork process. Demonstrations include Working Farm Machinery on how Tractors work and feed the nation while promoting kit.

We invite you to be a part of this dynamic new experience!

The demonstration areas not only offer spaces within the Show but comes with additional brand awareness. The Society will not only add you to it's Show timetables, but feature you on the website, social media and in relevant promotion.

This is your Show. Don't miss the opportunity to connect, engage, and thrive at the Dorset Spring Show 2025. We look forward to welcoming you!



Your Spring adventure *awaits...*

We hope that you see the potential of your involvement with the Dorset Spring 2025. This May we embark on the second chapter of this exciting Show, and we are keen for you to join us in celebration Dorset in the Spring.

Are you interested in sponsorship, trading opportunities or showcasing through demonstrations? Your partnership and participation would be invaluable, and we would be delighted to discuss the possibilities with you.

Please do not hesitate to get in touch with the Show via the following:

- E.** info@dorsetcountyspringshow.co.uk
- T.** 01305 264249
- W.** www.dorsetcountyspringshow.co.uk

Together, this event will be truly extraordinary!