



# FARM EXPO

KENT COUNTY AGRICULTURAL SOCIETY

## SPONSORSHIP PACK 2026

Machinery, supplies and services for  
the agricultural industry.



Kent Showground,  
Maidstone, ME14 3JF

[www.kcas.org.uk/farm-expo](http://www.kcas.org.uk/farm-expo)  
01622 630975





# WHO ARE WE?

The Kent County Agricultural Society is a registered charity whose aim is to support the county's agricultural community and its practices, while educating the public on the importance of British farming, and connecting children and young people with the countryside and rural crafts. The Society has a long history of running events, with the 95th Kent County Show being held in 2026. The Society also holds a number of annual charitable events including the Kent Farming Conference, Farm Expo, Biddenden Tractorfest and Living Land.



## OUR CHARITABLE OBJECTIVES:

- The improvement of agriculture, forestry, horticulture, allied industries, rural crafts and the breeding of livestock.
- The demonstration of improved methods and processes connected with the above areas of interest.
- The holding of an annual agricultural show in Kent.
- The encouragement of agricultural and horticultural education, research and experimental work by publications, grants or other means.



# ABOUT FARM EXPO

The Kent County Agricultural Society are pleased to bring you Farm Expo 2026. Last year, we welcomed 2,700 visitors and over 110 trade stands and Farm Expo 2026 is set to be another exciting event. Focusing on machinery, supplies, and services for the agricultural industry, smallholders and grounds teams, the event will showcase major national and international providers of farming machinery and services. Farm Expo provides the opportunity for visitors and traders to see and share the latest innovations in the agricultural industry.

## WHY SPONSOR FARM EXPO?

Sponsorship is a great way to gain additional exposure for your business. We have options to suit all budgets and businesses. Whether you're looking to increase your brand's visibility, generate leads, or build business relationships, Farm Expo sponsorship is a great way to meet your goals. If you would like to discuss one of our options or know whether sponsorship could work for you, don't hesitate to get in touch.

## SPONSORSHIP OPPORTUNITIES

The Kent County Agricultural Society is proud to offer a wide range of sponsorship opportunities, with something to suit every business and budget! Ranging from banner space and show guide adverts through to tailored packages designed just for you, we work with you to ensure your sponsorship helps you to meet your business goals whilst supporting a registered agricultural charity in Kent.

Discover our wide range of sponsorship options listed in this brochure or contact Sally directly to discuss a more personalised sponsorship package.

Contact Us

Sally Higgins

[sally@kentshowground.co.uk](mailto:sally@kentshowground.co.uk) 01622633057




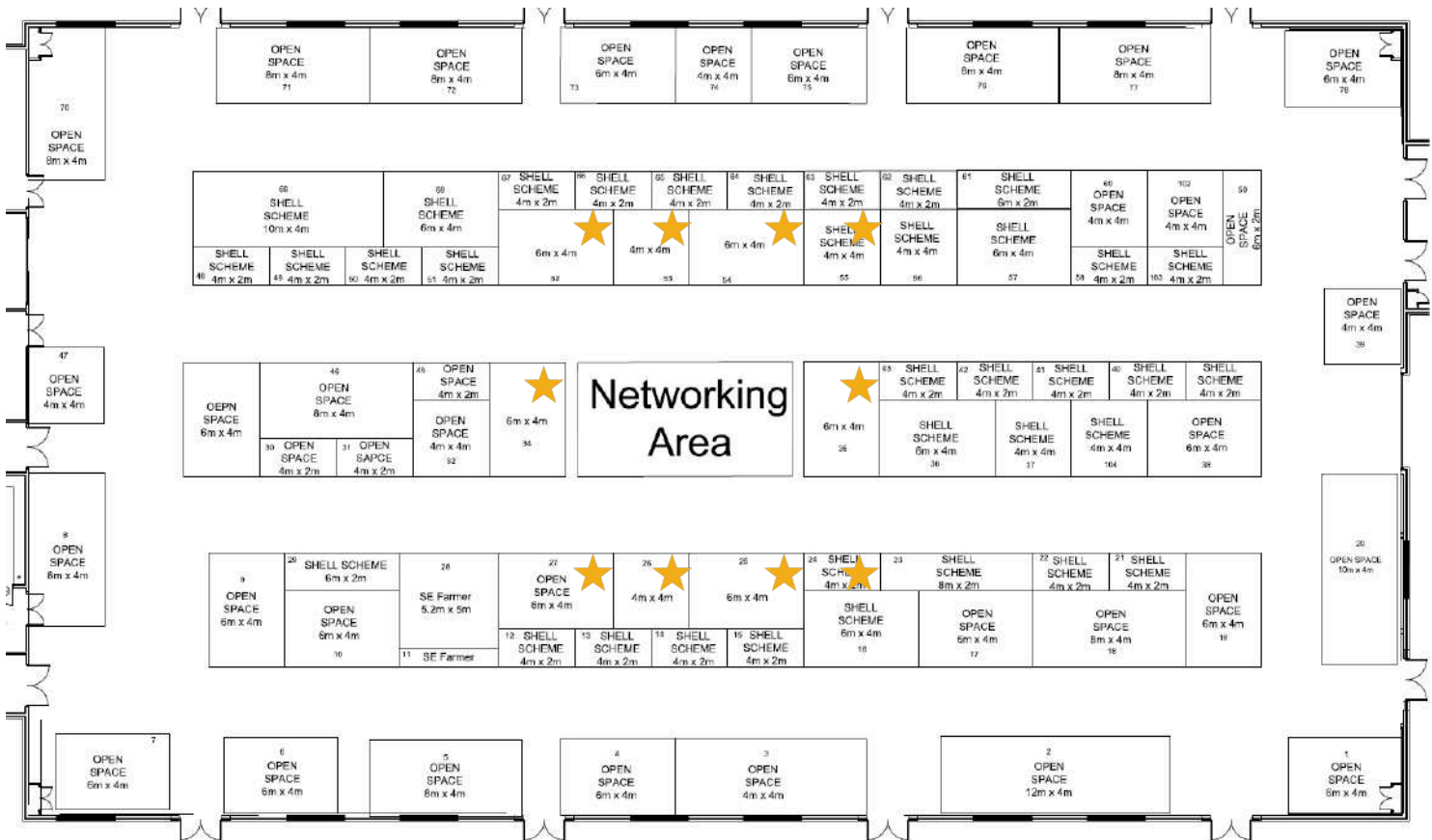
## SPONSORSHIP PACKAGES

With over 2,500 visitors from the farming industry expected to attend, and over 100 trade stands represented, sponsorship provides an invaluable opportunity to your business to access this specialist agricultural market.

There are opportunities to suit all businesses. The detailed packages are examples of the options available, however all are flexible, and we are happy to tailor sponsorship packages to your individual needs and budget.

**NEW FOR 2026.** Our Show Supporters, Show Partners and Headline Sponsors have the opportunity to be in the centre of the action with a trade space surrounding the networking area.

Locations available are marked with a 



Spaces in this are are limited and the size of your stand is determined by the package you purchase.

The earlier a package can be agreed the more exposure your company will receive.

# SPONSORSHIP PACKAGES

## SHOW SUPPORTER

### Benefits of a Show Supporter Sponsorship

- Trade stand surrounding the network area
- Banner at the main gate and by entrance to Maidstone building
- Banner advertising on the Farm Expo website which links to your own website
- Your logo on the Farm Expo website
- Acknowledgment in the Show Guide
- Personalised social media promotion



## SHOW PARTNER

### Benefits of a Show Partner Sponsorship

- Trade stand surrounding the network area
- Banner at the main gate and by entrance to Maidstone building
- Banner advertising on Farm Expo website with a link to your website
- Acknowledgment in the Show Guide
- Personalised social media promotions
- 1/4 advert in the show guide
- E-shot promotion to Farm Expo database with quote from your business and involvement in the Event
- Dedicated e-shot about your company to our database



# HEADLINE SPONSOR

## Benefits of a Headline Sponsorship:

- Trade stand surrounding the network area
- Logo on the front of the Show Guide
- Logo on the 'Register to attend' page
- Access to the data collected from the registration page
- Company logo on Farm Expo website with link to your own site
- Dedicated e-shot about your company to our database
- Opportunity to use the Astor Pavilion for a breakfast meeting - refreshments provided
- Banners at the main gate and outside the Maidstone Building
- Acknowledgement in the Show Guide
- Company profile in the Show Guide covering one page
- Personalised social media promotion
- Full Page Advert in the Show guide.
- Acknowledgment in the South East Farmer 'Farm Expo Preview
- Personalised social media post about your involvement

**£1200 +  
VAT**



# ADVERTISING OPPORTUNITIES

Our advertising options at Farm Expo offer you the opportunity to increase your brand's visibility and get seen by customers within the agricultural sector. Better still, we provide you with the flexibility to choose from a range of advertising options to suit your budget and goal. Select from the options listed below or combine multiple options to create your own bespoke sponsorship package.

## **Banner Advertising**

**£60 + VAT**

Your banner will appear on the main walkway to the show

## **Logo on the Farm Expo Website**

**£50 + VAT**

## **Advertising within the Maidstone Building**

**£100 + VAT**

Posters on back of toilet doors.

## **Newsletter Advertising**

**£100 + VAT**

Your logo on exhibitor, visitor and members' e-newsletter

## **Trade Stand Award Sponsor**

**£300 + VAT**

Opportunity to judge the trade stand competition with our Directors and hand out the prizes with photo opportunities

## **Additional Benefits of Sponsorship**

### **Opportunities**

- Company logo on Farm Expo website
- Acknowledgment in Show Guide
- Personalised social media promotion



# GET INVOLVED

In addition to Farm Expo, the Kent County Agricultural Society run a number of other events throughout the year. We have plenty of opportunities to get involved in all of these, whether it's sponsorship, trading, or hospitality. Please see a list of our 2026 events below:



## Kent Farming Conference

21 January 2026



## Farm Expo

4 March 2026



## Heritage Transport Show

11 April 2026



## Kent County Show

3, 4, 5 July 2026



## Biddenden Tractorfest

Dates TBC

Get in touch to discuss any of our events on 01622 630975.



# LEARN MORE ABOUT KCAS MEMBERSHIP





## CONTACT US

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01622 633057 | [www.kcas.org.uk](http://www.kcas.org.uk)