

**KENT
COUNTYSHOW**

EST. 1923

9, 10 & 11 JULY 2027

f @kentcountyshow



SPONSORSHIP OPPORTUNITIES



Supporting
farming
since 1923

www.kcas.org.uk

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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 also holds a number of annual events including the Kent Farming Conference, Farm Expo, the Heritage Transport Show, Biddenden Tractorfest and Living Land.



9th, 10th & 11th July 2027



Kent Showground,
Detling, Maidstone
ME14 3JF



The Kent County Show is a spectacular three-day event that takes place each July at the Kent Showground in Detling. The Show hosts a variety of competitions, fascinating attractions, and interactive areas, offering something for every visitor to enjoy. This large and prestigious event is a fantastic way to spotlight your business and connect to our well-established audience.

WHY SPONSOR?

- Target an average annual footfall of 70,000 people over three days.
- Access to a wide range of audiences including, general public, corporate clients, livestock and equine exhibitors, members, press and other show sponsors.
- A consultative approach, where we can tailor your package so it is right for your company and look after you, not just for the three days, but for the entire year.



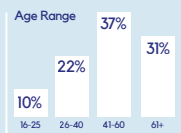
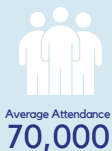
MEDIA COVERAGE



SPONSORSHIP OPPORTUNITIES

There are options to sponsor the Kent County Show 2027 to suit all businesses. Whether you're looking to increase your brand visibility, generate leads, build business relationships, or simply to offer support to our charity, we have opportunities to tick every box.

VISITOR PROFILE



OUR DIGITAL PRESENCE



21K
Facebook
followers



6.6K
Instagram
followers



1.5M
Website views



24.5k
Email Subscribers



WHAT CAN I SPONSOR?



- Banner Advertising
- Media Partners
- Competition Sponsor
- Show Area Sponsor
- Digital or Print Item
- Section Sponsor
- Ring Sponsor
- Entertainment Sponsor

Every type of Sponsorship includes logos on thank you boards across site and on website, social media acknowledgement pre and post show, photo opportunities, and mention in our show guide.



BENEFITS

- Branding in your dedicated area
- Logos on all related letters and information packs relating to the area
- Logo on the KCAS website
- Commentary between acts if applicable
- Acknowledgement in the show guide
- Access to our Sponsors Lounge during the show.



COMPETITONS

Equine
Livestock
Floral Art
Garden Life
Woodland
Showjumping

SHOW AREAS

Village Green
Grand Parade
Bandstand
Heritage
Rings
Living Land Village
Members Lounge
Garden Life
Wool Tent
Stockman's Bar



MEDIA

We are always looking for new ways to extend our reach, and our media partnerships support us in achieving this. If you work in media, advertising or print and are interested in getting your business seen by our audience, get in touch to explore our full range of media sponsorship options.

BANNERS

Banner advertising is available in all of our entertainment rings across the Show as well as around the showground, public entrances and car parks.



LIVING LAND VILLAGE

Sponsor a
SHOW AREA

Visitors can entertain their children for hours in this educational area!

Everything in the village is free, activities include;

- Cookery workshops
- Planting stations
- Coding workshops with Lego
- Meet our animals in the rare breeds area

If your company is invested in educating the next generation, then you need to feature in this fantastic area.

- Branding opportunities available throughout the village.
- Your company will be mentioned every time the activities are promoted
- Your logo will be added to the Show Map by the Living Land area, this will feature in the Show Guide Map and on the 'You are here maps' around site

Additional benefits

- Pre and post social media acknowledgment
- Sponsor's tickets
- Invites to Chairman's Drink Reception

£2,500



STOCKMAN'S BAR OR RESTAURANT

Sponsor a
SHOW AREA

Situated in the heart of the Showground, refreshments and breakfast will be available to all those staying on the Showground and committing their time to show animals, cars, or trade with us. In the evening the bar will provide entertainment to those camping on site.

Branding opportunities within the area.

- Your company will be mentioned every time the area is promoted.
- Your logo will be added to the show map by the Stockman's Bar, this will feature in the Show Guide Map and on the 'You are here maps'.



Additional benefits

- Pre and post social media acknowledgment
- Sponsor's tickets
- Invites to Chairman's Drink Reception



STOCKMAN'S SUPPER



As a thank you to our stockman for all their efforts preparing their animals all year for the showing circuit we provide them with a Saturday night BBQ. Your sponsorship will help support this event.

- Acknowledgment will go out to all livestock exhibitors
- Logos will be seen on all Stockman's Supper paperwork.
- Branding in the area
- Logos on show guide map and 'You are Here' maps around site
- Sponsors Tickets

Sponsor a
SHOW AREA

MEMBERS' LOUNGE AND LAWN

Open to our 700 members, 400 stewards, plus 100's of judges and sponsors, the exclusive Members' Area and Lawn offers our VIP guests the opportunity to sit and relax, with a private viewing of all the exciting events taking place each day in the Astor Ring.

Members can also access the Members' Restaurant throughout the day for a hot or cold meal and refreshments.

Benefits of the package include

- Branding on all Member's newsletter and communication
- Pop up area with the members lounge
- Banners in the rings
- Sponsors tickets



GARDEN LIFE

The Garden Life Area is the place you can find a flare of colour and horticultural talent as the exhibitors spend hours designing and then carefully curating and pruning their fabulous floral creations. Once the judging has taken place, visitors are treated to a refuge away from the hustle and bustle of the Show, filled with delightful floral sights and smells.

- Branding opportunities available throughout the area.
- Your company will be mentioned every time the activities are promoted

Your logo will be added to the show map by the Garden Life area, this will feature in the Show Guide Map and on the 'You are here maps' around site

Starting
at £500

Additional Benefits

- Opportunities' to hand out rosettes in Garden Life competition
- Pre and post social acknowledgment
- Sponsor's tickets

Each Section of Garden Life is available for sponsorship:

- Bees & Honey
- Floral Art
- Horticulture
- Garden Life Junior Competitions



BAND STAND

Sponsor a
SHOW AREA

Central to the Show, the Bandstand is situated in the Village Green. Surrounded by catering outlets, the Bandstand is a hive of activity, with guests enjoying good food, entertainment and a lively atmosphere.

- Your logo will be added to the show map , this will feature in the Show Guide Map and on the 'You are here maps' around site.
- Branded banners around the area.
- Personalised commentary between live performances.



WOOL TENT

Have a go at sheep shearing in the 'Story of Wool' marquee before watching the process of the wool being spun into fabric or rope. You can also experience some of the sheep bi-products whilst sheep competitions take place just outside.

GROOVES ON THE GREEN

Sponsor a
SHOW AREA

Grooves on the Green is our Saturday night party. The invitation list includes Members, Governors, VIP's, Sponsors plus all the traders and exhibitors on site.

- Branding opportunities within the area
- Your company will be mentioned every time the activity is promoted.
- Your logo will be added to newsletters and communications about the event.
- Your logo will be added to the show map by, this will feature in the show guide map and on the 'You are here maps'.



Additional benefits

- Pre and post social media acknowledgment
- Sponsor's tickets
- Invites to Chairman's Drink Reception



CATERING VILLAGE

The main catering village is located in the centre of the showground - there are branding opportunities on the walkways to the catering village and on the marquee structures



Additional benefits

- Logos on Show Guide Map and 'You are Here' maps around site
- Pre and post social media acknowledgment
- Sponsor's tickets

GRAND PARADE

The Grand Parade of Livestock happens each day of the Show. Taking place in the Livestock Area on Friday and Sunday, which is central to the whole Show. On Saturday, the animals travel across the site to a Ring to present for the prize and trophy giving. Sponsors will get the opportunity to have branded breed boards that are carried throughout the parade by our stewards.

Sponsor a
SHOW AREA

£1,500



£400

MAIN GATE

Branding opportunities on the main ticket office and walkway to the show.

MEMBERS CAR PARK AND ENTRANCE

Branding opportunities in the exclusive members' and governors' parking and their dedicated entrance.

£400



DIGITAL AND PRINT ITEMS

If you're looking for maximum exposure leading up to the Kent County Show and over the three days, then supporting a digital or printed item will give you the wide coverage you're looking for.

Digital items include:

- Pre-paid tickets
- Website banners
- Digital newsletters
- Advertising space on Catalogues

Print items include:

- Show badges and wristbands
- Show programme & map
- Car parking hangers
- Competitors catalogue
- VIP invites

Starting at
£150



COMPETITION SPONSOR

Sponsor a
COMPETITION



Many sections of our show include competitions, with numerous classes and hundreds of exhibitors. Class sponsorship is a fantastic way to get personalised advertising to your target audience.

Class Sponsorship Includes:

- Logo on the KCAS website
- Logo and acknowledgement in the Competition Schedule
- Opportunity to hand out rosettes in these classes and commentary about your company while your class is on.
- Photo opportunities for social media.
- Logo on the sponsor's boards across site
- Optional addition of banner advert for reduced cost.

GARDEN LIFE



350+
ENTRIES

The Garden Life section is comprised of Floral art, Garden life, Horticulture and Bees & Honey sections.

Each section has an array of competitions to enter with beautiful displays of creativity, imagination and education.

Equine and ShowJumping competitions are at the heart of the county show.

Spectacular displays of prestigious qualifiers and fast paced action. Over 100 classes to sponsor there is something for everyone.

EQUINE & SHOWJUMPING



1,500+
ENTRIES

LIVESTOCK

1,400+
ENTRIES



Our livestock competitions consist of:

- Dairy Cows
- Beef Cows
- Goats
- Sheep

Sponsoring a livestock class is a great way to support the show and advertise to both farmers and the general public! Enquire now to get the full list of classes and Championships!

The Wool Tent showcases the Wool Championships with 7 classes.

With live demonstrations to the public this is a brilliant opportunity to interact with your target audience.



The Kent Art Quarter is run by the Frances Iles Gallery. It is a showcase of original art, prints, jewellery and more.

- Option for print items provided to art exhibitors
- Option for branded posters throughout area.

The section also hosts the junior art competition where schools from around the county create beautiful artwork.

The Woodland area hosts our riveting Polemaking competition!

It is like no other competition at the show, it tests speed, accuracy and skill and has the crowd at the edge of their seats.



SECTION SPONSORSHIP

Sponsor a
SHOW SECTION

Each year the Show brings in thousands of visitors, who come to take part in competitions, man trade stands, or volunteer their time as stewards. Each exhibitor will receive a pack containing a print items such as entry badges, guidance letters and car parking passes. By sponsoring an entire section, you will be reaching a large, targeted audience with great visibility for your brand and business.

EQUINE SPONSOR

Branding on the following items:

- Car park hangers
- Letters to all exhibitors
- Logo on all information packs
- Branding at ticket collection point

Starting at
£250



LIVESTOCK SPONSOR

Branding on the following items:

- Car park hangers
- Letters to all exhibitors
- Logo on all information packs
- Branding at ticket collection point

Starting at
£250

TRADE STAND SPONSOR

Branding on the following items:

- Car park hangers
- Letters to all exhibitors
- Logo on all information packs
- Branding at ticket collection point and trade hub office

Starting at
£400



CORPORATE & HOSPITALITY AREAS

Sponsor a
SHOW SECTION



Friday is our networking day, if your company would like the chance to join us, there are several events you can be involved in.

CORPORATE PACKAGE INCLUDES

- Agri-connect Breakfast
- President's Drinks Reception
- President's Luncheon
- Dedicated company space in various locations around site
- Corporate family days out



BENEFITS INCLUDE:

- Logos on Invites **
- Logos on Guest Info Packs **
- Logos on Menus **
- Branding Opportunities in the Room
- Logo on the KCAS Website
- Logo on the Sponsors Boards
- Banner in the Astor Ring
- Acknowledgement in the Show Guide
- Adverts available in the Show Guide
- Access to President's Lounge and Lawn
- Dedicated Tickets to President's Luncheon **
- Dedicated Tickets to Agri-connect Breakfast **

**Dependant on package chosen

RING SPONSORSHIP

Sponsor a
RING

Ring sponsorship includes, but is not limited to:

- Re-name of ring during show weekend.
- High standing banners
- Ringside banners
- Logo on digital and print maps
- Logo in Show guide
- PA announcements made throughout weekend

Options available for trade stand located by the ring.

ASTOR RING

The showgrounds main entertainment ring is the host to a series of equine competitions, show jumping, parades, headline acts and more all day throughout the weekend.

Located in front of the Astor Pavillion surrounded by trade stands, it is an area of high footfall and a great location to sponsor.

COUNTRYSIDE RING

The Countryside Ring is where you will find Bird shows, sheepdog displays, fly fishing, sheep racing and more!

This ring is popular amongst families and children with interactive events scheduled throughout the day. Located between the Brachers building and the Heritage section it is a key location for advertising.



ASTOR
RING

JOHN D WOOD & CO.

London, Country & International Property

HORSES

Gallag

EXCLUSIVE OWNED
Approved by the Royal Society of Civils (Property)

OSBORNE
PROPERTY

OSBORNE
PROPERTY

OSBORNE
PROPERTY

WOODLAND RING

The Woodland Ring sits within the trees of our woodland village, with events throughout the weekend such as wolf handling, chainsaw carving, historical re-enactments, , Palemaking awards and more.

These showcases of forestry and traditional countryside skills are a great chance for exposure to the thousands. Feature your commitment to sustainability, rural communities and education.



HERITAGE RING

The Heritage Ring is where you can find an array of historical, vintage and military vehicles. From steam engines to tractors to radio controlled cars there is an event for everybody in this ring.

Exclusive sponsorship of this ring is a unique opportunity to align your company with traditional farming communities, rural heritage and vehicle enthusiasts.

BESPOKE & TRADE PACKAGES

Want something different?

We understand that every business has different objectives depending on your audience, target market, industry, and budget.

We offer fully bespoke packages tailored to your business needs, whether it be creating a package from scratch or altering an existing package, KCAS has got you covered.

Looking to trade?

Packages are available for all trade stand attendees at the county show, by combining trade stand space with targeted branding and, promotional opportunities, you can maximise your visibility and achieve greater impact before, during, and after the Show.

Our team will work with you to create a package that delivers maximum value and exposure, ensuring businesses of every size can benefit from being part of one of the South East's largest agricultural shows.

Get in touch today to speak to our sponsorship coordinator!



TESTIMONIALS

Hear from some of our 2026 Kent show sponsors!

"We have been a sponsor of the Kent County Show for two decades. It continues to be an outstanding event that celebrates the very best of Kent's rural community, businesses, and agriculture, while bringing people together year after year. We're delighted to play a part in its ongoing success and look forward to many more years of partnership."

- Kreston Reeves

"We've proudly supported the Kent County Show as a sponsor for a number of years and continue to return because it consistently delivers an outstanding event. It's exceptionally well organised, attracts a fantastic mix of visitors, and provides us with a valuable opportunity to engage with the local community and speak with families about the care and support we offer."

The team behind the event are always professional, friendly and incredibly supportive. A special thank you goes to Sally and Becky, who are a pleasure to work with and always go above and beyond to ensure everything runs smoothly. We'd highly recommend the Kent County Show to any organisation looking to connect with the local community through a first-class event."

-Consultus Care

Hadlow College is always delighted to be part of the Kent County Show. It's a fantastic opportunity to engage with the local community, showcase the outstanding work of our students, and inspire future generations to explore careers in land-based industries.

We are incredibly proud to have been awarded Best Agricultural Stand for the second year running, a testament to the dedication of all staff and students involved.

The Kent County Show continues to have a hugely positive impact on our college community, providing valuable opportunities to connect with prospective students, industry partners and the wider public, while raising awareness of the opportunities available at Hadlow College.

-Hadlow College

We have been working with the Kent County Show for many years in the capacity of a media partner through a formal contra arrangement, and we find that this agreement works exceptionally well for us. Through this collaboration, KM Media Group provides extensive event advertising across multiple channels. Working with Emma Stewart and the team at the Kent County Show is always a highly cooperative and supportive experience, helping to ensure mutual success, excellent campaign performance, and strong event attendance.

-KM Media

BECOME A CORPORATE MEMBER

Corporate Membership is a great opportunity to network and grow your business connections while supporting the charity organisation dedicated to food production, agriculture, horticulture, rural crafts and education in the Garden of England.



Annual offers:

- 10% discount on first-time room bookings at the Kent Event Centre
- 10% discount on banner advertising
- 2 for 1 vineyard self-guided tour and tasting at Biddenden Vineyards (Booking Essential)
- 25% discount on your ticket for Paws In The Park at the Kent Event Centre
- 50% discount on your ticket for the Kent Garden Show at the Kent Event Centre
- 10% discount on all orders from Bespoke Kitchens And Home Interiors Ltd.

Society Benefits

- Voting rights at the Kent County Agricultural Society's Annual General Meeting
- Invitation to the Falmouth Lecture
- Opportunity to nominate agricultural employees to receive a Long-Service Award
- 10% discount on first room bookings



Enquire
Today!

CONTACT US:

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www.kcas.org.uk

01622 630975



Kent County Agricultural Society

Registered Charity No. 1001191

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