



KENT COUNTYSHOW

EST. 1923

7, 8, 9 JULY 2023



SPONSORSHIP OPPORTUNITIES





THE VISION

Kent County Agricultural Society are committed to putting farming and agriculture at the forefront of its biggest annual event, the Kent County Show. Aiming to champion the county's agricultural community, promote education on food production and livestock breeding, and celebrate rural crafts and vocations.

WHO ARE WE?

The Kent County Agricultural Society are 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 92nd Kent County Show being held in 2023. The Society also hold a number of annual charitable events including the Kent Farming Conference, Farm Expo and Living Land.



Supporting
farming
since 1923



We are committed to putting agriculture at the forefront of the Kent County Show, and your sponsorship will not only help to preserve a unique and historically significant event, but also support us in fulfilling our ambition of showcasing all aspects of rural life and celebrating what the 'Garden of England' has to offer.

CELEBRATING A CENTURY

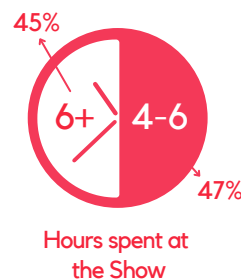
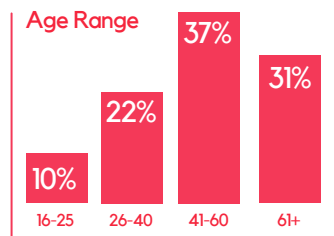
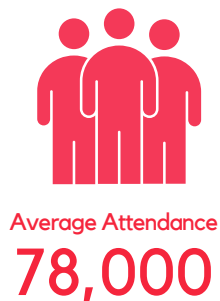
The Kent County Agricultural Society was formed in 1923 by a group of like-minded farmers and land-owners and for 100 years the Society has been advocating for the Kent farming community. In 1964, the Society gained charitable status and since then has developed an additional four events, a successful scholarship scheme and annually presents a number of awards and grants. The 2023 Kent County Show will see a celebration of our 100 years and we hope you can join us.



WHY SPONSOR?

The Kent County Show is a spectacular three day event which 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.

VISITOR PROFILE



OUR DIGITAL PRESENCE



MEDIA COVERAGE



SPONSORSHIP OPPORTUNITIES

There are options to sponsor the Kent County Show 2023 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.



If you would like to discuss one of the options in more detail, or would like to know whether sponsorship could work for you, please don't hesitate to get in touch. If you would like to combine several of our sponsorship opportunities, our Sponsorship Coordinator, Sally, will be able to work with you to create a bespoke package to suit your needs and budget.

CONTACT US TODAY

To discuss how our knowledgeable and enthusiastic team can help with your sponsorship and hospitality requirements.

Tel: 01622 633057 Email: sally@kentshowground.co.uk

Visit: www.kcas.org.uk

Prices starting
from as little as
£150

SPONSORSHIP BENEFITS

Value of Sponsorship	Sponsor Badges	Parking Passes	Mention in Show Guide and Catalogue	Logo on website with link	Show Guide Advert	Banner in Show Ring	Tickets to Chairman's Drinks Reception
£150-£250	2	1	✓	✓			
£251 - £500	4	2	✓	✓			
£501 - 1000	6	3	✓	✓			
£1,001 -£1,750	6	3	✓	✓	Half page	✓	
£1,751 - £2,500	8	4	✓	✓	Half page	✓	
£2,501 - £5,000	10	4	✓	✓	Full page	✓	
£5,001+	12	6	✓	✓	Full page	✓	✓

SPONSOR AREAS

- 🏆 Banner Advertising
- 🏆 Media Advertising
- 🏆 Sponsor a Competition
- 🏆 Sponsor a Show Area
- 🏆 Sponsor a Display
- 🏆 Sponsor a Digital or Print Item
- 🏆 Sponsor a Section
- 🏆 Corporate Areas and Private Hospitality



BANNER ADVERTISING

Banner advertising is available in all of our entertainment rings across the Show including the Astor Ring, Countryside Ring, Heritage Ring, Woodland Ring and Livestock Rings (cattle, sheep and goat).

SPONSOR A COMPETITION

The livestock and equine competitions are a cardinal aspect of the Kent County Show. Across the three days we host over 500 classes, from cattle, sheep and goats to in-hand showing, ridden, driving and showjumping. There are also competitions in floral art, bees, honey and pale making. Without sponsorship of these classes we wouldn't be able to offer prize money and trophies to the winners.

You can support a class, or classes, of your choice or an entire section. There is also the opportunity for the sponsor to be mentioned in the commentary while the class is taking place, and sponsors are encouraged to hand out winner rosettes and trophies, taking full advantage of the official photo opportunities.



SPONSOR A SHOW AREA

2023 is a big year of entertainment! Sponsor one of our interactive and educational Show Areas to benefit from the huge public engagement in these sections.

LIVING LAND ZONE

The new food and farming area, which offers a taster of our educational event, Living Land, was a huge success in 2022. With a buzzing atmosphere, the marquee, supported by the Educational Department of the National Fruit Show and LEAF Education, was dedicated to educating the public both young and old about where their food comes from, and how everyday food products are made. This year, we plan on continuing to develop this area by increasing the amount of interactive activities and covering additional food items.



MEMBERS' LOUNGE AND LAWN

Open to our 700 members, 200 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 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.



FLORAL ART ZONE

The Floral Art Zone 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 sites and smells.



WOOL TENT

Have a go at sheep shearing in the 'Story of Wool' marquee and then watch the process of the wool being spun into fabric or rope. Also experience some of the bio products from the sheep while the sheep competitions happen just outside.



STOCKMANS' TENT

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 tent will provide entertainment to those camping on site. There is opportunity within the Stockmans' Tent for branding, a pop up display, and the opportunity to hand out merchandise to the visitors.



GRANDE PARADE

The Grade Parade of Livestock takes place each day of the Show. On Friday and Sunday it takes place in the Livestock Section, which is central to the whole Show. On Saturday, the animals travel across the site to the Astor Ring to show 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.



BANDSTAND

The Bandstand is situated in the heart of the Show, the Village Green. Surrounded by catering outlets, the bandstand is a hive of activity, with people taking refuge from the hustle and bustle to enjoy good food and entertainment. By sponsoring the Bandstand, your business will benefit from branded banners around the area, plus personalised commentary between live performances.



SPONSOR A DISPLAY

The timetable over three days is a buzz of activities with endless activities for the visitors to watch or take part in. Whether it's the Hogg show and the dancing pigs, chainsaw carving, birds of prey the grand parade of livestock or the lamb national.



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

Print items include:

- 🏆 Show badges and wristbands
- 🏆 Show Programme & Map
- 🏆 Car parking hangers
- 🏆 Competitors catalogue
- 🏆 VIP Invites

SPONSOR A SECTION

Each year, a couple thousand people attend the Show across three the days to take part in competitions, manning trade stands, or volunteering their time as stewards. Every person in each section will receive a pack containing a number of print items such as, entry badges, guidance letters and pre-Show documents, 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. See the next page for details on sections available to sponsor, and contact Sponsorship Coordinator Sally Higgins to enquire about prices.

EQUINE SPONSOR

We hold a large number of equine competitions, including a number of prestigious Horse of the Year Qualifiers, which bring a large number of competitors from across the county and beyond. We are also one of the only shows in the country to hold the International Trial Showjumping class, attracting top level horses and riders to compete.



LIVESTOCK SPONSOR

Our livestock competitions remain at the heart of the Kent County Show, with exhibitors travelling across the country to show their top-quality animals including cattle, sheep and goats. As well as showcasing your brand, your contribution will help support this very important section.

TRADE STAND SPONSOR

We have hundreds of trade stand exhibitors, from national corporations to sole traders, and everything in between. Sponsoring trade is a great way to be visible to other businesses.



STEWARDS SPONSOR

We have over 300 dedicated volunteers that give up their time to steward at the Kent County Show. In addition to the print materials, Stewards also attend an information evening which you would be invited to attend.

CORPORATE SPONSORSHIP & HOSPITALITY AREAS

We host a prestigious lunch on the Friday of the Kent County Show which a number of corporate clients and members of our Board of Directors attend. It offers the opportunity to showcase your business to an audience at the lunch, while having access to the illustrious members lawn and sponsors lounge with a chance to meet additional members of our board.

We also have exclusive corporate pods available to hire for one or three days. The pod provides your business with the opportunity to have your own private suite to liaise and network with your guests.



CONTACT US:

Sally Higgins

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www.kcas.org.uk

