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## *Advertising Opportunities 2016*

I write to you as Chairperson of the Aberystwyth & Ceredigion County Show to inform you of the opportunities available to sponsors this year.

The show takes place on Saturday 11 June, 2016 and has established itself as an official county show, attracting numerous exhibitors and visitors from all over Wales and beyond.

There are several sponsorship options suitable for any pocket; please see options overleaf. In keeping with last year platinum, gold and silver sponsors have the opportunity to advertise FREE in the show day programme. To discuss the matter further and with no obligation, contact the Sponsorship Coordinator, Meretta Griffiths, 96 Bryncastell, Bow Street, Ceredigion SY24 5DF, ☎ 01970 820030 after 6pm, e-mail [sponsor.abershow@hotmail.co.uk](mailto:sponsor.abershow@hotmail.co.uk) or feel free to contact myself.

Thank you in advance for taking an interest in the Aberystwyth and Ceredigion County Show, and we hope to see you on show day, where a warm welcome awaits at the sponsors' pavilion.

Yours sincerely

*Vaughan Griffiths*

Vaughan Griffiths  
Chairman

Please note that the Show has 7 main sections: Equine, Cattle, Sheep, Poultry, Dogs, Vintage and Produce. Platinum sponsors may sponsor one of the main sections, gold sponsors can sponsor individual breeds within the sections. Please contact us to discuss these options. Naturally, we reserve first choice to those businesses and individuals who supported us in 2015.

## Sponsorship packages are offered in the following categories:

### Bronze Package: £75

- 2 Sponsors Badges (allows FREE admission to the show)
- Light refreshments in sponsors' marquee \*\*
- Individual / group / company name featured on the sponsors' board on the showground and in the event programme

### Gold Package: £150

- 2 Sponsor Badges (allows FREE admission to the show)
- 3 additional entry tickets
- FREE full page (A5) black and white advertisement in the Show programme.\* *Please read terms and conditions below.*
- Opportunity to advertise your company logo and contact details for FREE on the show website.
- Light refreshments in sponsors' marquee \*\*
- Individual / group / company name attributed to a breed of your choice in the show programme, e.g. Shetland Ponies, Charolais Sheep, Welsh Black Cattle, with associated announcements over the Public Address system.
- Space for a banner to be placed on the showground
- Individual / group / company name featured on the sponsors' board on the showground and in the event programme

### Silver Package: £100

- 2 Sponsors Badges (allows FREE admission to the show)
- 2 additional entry tickets
- FREE ½ page black and white advertisement in the show programme. (full page = A5) \* *Please read terms and conditions below*
- Light refreshments in sponsors' marquee \*\*
- Space for a banner to be placed on the showground
- Individual / group / company name featured on the sponsors' board on the showground and in the event programme

### Platinum Package: £400

- 2 Sponsor Badges (allows FREE admission to the show)
- 5 additional entry tickets
- FREE full page (A5) black and white advertisement in the Show programme.\* *Please read terms and conditions below*
- Opportunity to advertise your company logo and contact details for FREE on the show website.
- Light refreshments in sponsors' marquee. \*\*
- Individual / group / company name attributed to a main section of your choice (subject to availability) accompanied by announcements over the Public Address system.
- Space for a banner to be placed on the showground
- Individual / group / company name featured on the sponsors' board on the showground and in the event programme
- Main section sponsors have the opportunity if they wish to present a sash to the Section champion on the day whilst taking advantage of the opportunity for a publicity photograph.

*We sincerely hope the above offer will be of interest and look forward to hearing from you. Remember to visit the Sponsors' Marquee for light refreshments\*\* and an opportunity to enjoy the atmosphere.*

#### Terms and conditions

\* You are responsible for providing an electronic copy of the advertisement by 22nd April 2016. You may e-mail the advert to [sponsor.abershow@hotmail.co.uk](mailto:sponsor.abershow@hotmail.co.uk). Please provide advert in JPEG or PDF format.

\*\* Light refreshments consist of tea, coffee, biscuits and cakes.