



Wyn James
Fronfraith fach
Commins Coch
Aberystwyth
Ceredigion
SY23 3BH

☎ 01970 617481

Sponsorship and Advertising Opportunities 2017

Another busy year has passed, and the autumn months have allowed us to take stock of our 2016 Show. Last year, we welcomed The Hairy Bikers, who filmed an item for their Chicken and Egg TV series, which was broadcast by the BBC in September.

Plans are afoot for the 2017 Show and, in addition to the usual attractions; there are exciting developments underway in our canine section, which will encourage dog owners and their canine companions to turn their hand to other fun activities, rather than only concentrating on the showing element.

This long-established county show takes place on Saturday 10 June 2017, and with over £10,000 in prize money up for grabs, it has established itself as an official county show, attracting numerous exhibitors and visitors from all over Wales and beyond. By supporting the show, your sponsorship will allow you direct access to our exhibitors and visitors from across the region and beyond.

Sponsorship packages can be tailor-made to suit your needs and budget, but enclosed are a few examples of the types of packages on offer. In keeping with last year, silver, gold and platinum sponsors have the opportunity to advertise FREE in the show day programme.

Please note that the Show has 8 main sections: Equine, Cattle, Sheep, Poultry, Dogs, Vintage, Produce and Shearing. Platinum sponsors may sponsor one of the main sections listed above or an attraction; gold sponsors can sponsor individual breeds within the sections. Naturally, we reserve first choice to those businesses and individuals who supported us in 2016.

To discuss the matter further and with no obligation, contact the Sponsorship Coordinator, Nikki Atkinson, Westward Ho, 33 Dinas Terrace, Trefechan, Aberystwyth SY23 1BT ☎ 07568 392 391 after 6pm, e-mail 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' marquee.

Yours sincerely

Wyn James

Wyn James
Chairman

Examples of sponsorship packages on offer:

Sponsor entitlements:

	£75 Bronze	£100 Silver	£150 Gold	£400 Platinum
Sponsor Badges (allows FREE admission to the show)	2	2	2	2
Additional admission tickets	-	2	3	5
Banners	1	2	3	Unlimited
Complimentary copy of show programme (on receipt of sponsor's badge)	1	1	1	1
Use of sponsors' marquee with accompanying light refreshments	✓	✓	✓	✓
Acknowledgement in the official show programme and on the sponsors' board on the showground.	✓	✓	✓	✓
Black & white advertisement in the show programme provided by your company / organisation.- full page = A5 portrait GOLD and PLATINUM, A full colour back cover is available for platinum sponsors (subject to availability)	-	½ page	Full page	Full page
Company logo and link on the Show's website	-	-	✓	✓
Commentator and tanoy announcements with pre-agreed text	-	-	✓	✓
Recognition on our social media platforms, e.g Facebook and Twitter.	-	-	✓	✓
Access into the competition ring during sponsored section to present an award (where appropriate)	-	-	-	✓
Opportunity for publicity photograph	-	-	-	✓
Promotion in official press release pre and post event.	-	-	-	✓

Please submit advert in PDF or JPEG format by 22nd April 2017 to sponsor.abershow@hotmail.co.uk