

Sponsorship/Advertising Application Form

CONTACT NAME.....

BUSINESS/COMPANY NAME.....

WEBSITE ADDRESS.....

EMAIL ADDRESS.....

CONTACT NUMBER.....

ADDRESS.....

.....

.....

.....POSTCODE.....

SPONSORSHIP

SPONSORSHIP LEVEL (Please Tick)							
DONATION - BELOW £100		RUBY £100		DIAMOND £250		SILVER £500	
GOLD £1000		PLATINUM £2000		OVER £2000		OTHER AMOUNT (Please State)	

WHICH SECTION/SECTIONS ARE YOU INTERESTED IN SPONSORING? (Please Tick)							
HORSE SHOW		DONKEY SHOW		SHEEP SECTION		CATTLE SECTION	
HEAVY HORSE SHOW (£125 Per Class)		HORTICULTURE SECTION (£100 per Group)		MAIN RING ATTRACTION (Min £500)		NO PREFERENCE	

ADVERTISING

OFFICIAL SHOW PROGRAMME ADVERTISING (Please Tick)			
HALF PAGE ADVERT £60		FULL PAGE ADVERT £110	

SHOWGROUND BANNER	
BANNER £150 (Maximum size 1.5m (H) x 3m (W))	

ANY OTHER COMMENTS?.....

.....

.....

Please Post/Email to Polly Curtis or Alison Plenderleith
 Email: sponsorship@ellinghamshow.co.uk
 Post: Lanchet Cottage, Stuckton, Fordingbridge SP6 2HR

Advertising

Official Show Programme Advertising

A black and white advert to promote your business. These can be placed in the show programme close to the section your company has a link to or has sponsored.

Adverts are also included in sponsorship packages above £500. (See sponsorship section.)

- Half page advert - £60
- Full page advert - £110

Advertising Banners

To minimise complaints from show visitors due to restricted viewing caused by banners, we have decided to restrict main ring banners to main ring sponsors only. There are however many areas around the showground that a banner can still be prominent.

- Large banner placed prominently on the showground close to the area being sponsored - £150
- Main Ring Banner – Included in cost of Sponsoring a main ring attraction (minimum cost £500, please see sponsorship section for more details)

Please note banners must be delivered to the showground on or before the Friday before show day. The banners must be collected from the showground on Sunday (the day after show day) Any banner not collected will be disposed of.

Please complete the sponsorship/advertising application form and return using the information below and we will be in contact as soon as we receive your form.

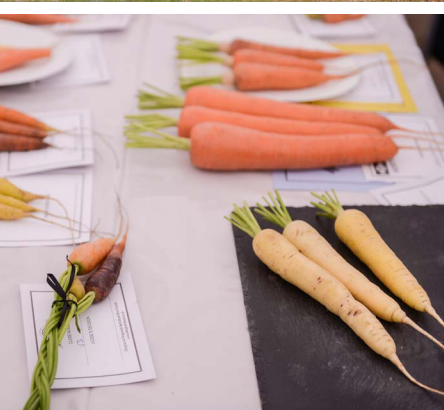
Polly Curtis or Alison Plenderleith
sponsorship@ellinghamshow.co.uk
07793563119 or 07429523183

Lanchet Cottage, Stuckton, Fordingbridge, SP62HR

Benefits for Sponsors

	Below £100	Ruby	Diamond	Silver	Gold	Platinum
Cost	£30-£99	£100	£250	£500	£1000	£2000
Sponsor badges	1	2	4	6	10	20
Premium carparking			2	4	5	10
Entry to sponsors area	yes	yes	yes	yes	yes	yes
Advertising banner			yes	yes	yes	yes
Free official show programme		yes	yes	yes	yes	yes
Opportunity to present prize		yes	yes	yes	yes	yes
Name in show programme	yes	yes	yes	yes	yes	yes
Mention on social media		yes	yes	yes	yes	yes
Link on website			yes	yes	yes	yes
Advert in show programme				Half page	Full page	2 full pages
Premium lunch					4	6

The sponsorship amounts are only a guide, please let us know if you wish to sponsor a different amount.



Sponsorship

Why Sponsor Ellingham Show?

As well as the many benefits of being a sponsor, you can get your business publicised and be seen to be supporting a fantastic agricultural show that raises money for local charities.

I don't have a company or business can I still sponsor?

Yes, we welcome anyone who wishes to sponsor. Please contact the sponsorship secretary and they will be able to create the perfect package for you.

What do sponsors get for their money?

In the chart on the advertising page it shows all the benefits and opportunities available depending on your budget.

Other benefits include:

- Hospitality for guests and employees
- Networking – meeting and greeting existing and new customers
- Online advertising
- Great exposure and publicity

What can your sponsorship be used for?

- Single competition class (livestock £45, horse £30, donkey £30, heavy horse £125)
- Championships (livestock £50, horse £30, donkey £30, heavy horse £150)
- A group of classes (discount on multiple single class prices. e.g. 4x horse classes for £100 instead of £120)
- A main ring attraction (starting at £500)
- The horticulture tent (group of classes £100)
- Plus many more!

Can I sponsor a mixture of classes from different sections?

Yes, we can mix classes from different sections for a combined price. (i.e. 2 donkey classes and 2 livestock classes for £125 usually £150)

I want to sponsor an amount not stated on the chart... is this possible?

Yes! the chart is only a guide, so you can sponsor any amount over £100. Anything below £100 is counted as a donation.

Can I sponsor a specific class?

Yes If the class is not already sponsored, we can assign you to the class.

Sponsors hospitality and main ring viewing area

All sponsors are invited along on the day to the sponsors' hospitality and main ring viewing area where you can enjoy a complimentary hot beverage or even a glass of fizz whilst networking or watching one of the many main ring attractions throughout the day.

What do I do next?

Choose your desired amount of sponsorship and decide what section or sections of the show you would like to support then fill out the application form and send it back to us. As soon as we receive your application form, we will be in touch.

To find out more about the classes or sections that are in need of sponsorship please contact us and we will endeavour to put together a package that suits you.