



**140th**  
**DERBYSHIRE COUNTY SHOW**



**SUNDAY 27th JUNE 2021**  
**ELVASTON, DERBY**

**SPONSORSHIP OPPORTUNITIES**

**How your support helps us**

**[www.derbyshirecountyshow.org.uk](http://www.derbyshirecountyshow.org.uk)**

The Derbyshire County Show attracts thousands of visitors on one day at the end of June near Derby.

The Society is a purely voluntary organisation whose principal aim is to arrange an annual Show exhibiting the best elements of agriculture, horticulture and related industries to visitors from both Derbyshire and the surrounding counties. In offering sponsorship, you can -

- ❖ Reach in excess of 14000 consumers. Our target audience of families, love buying, sampling and participating in everything the countryside has to offer
- ❖ Look good, by helping to sustain an important part of our countryside – why not link your sponsorship to one of the agricultural events, animal classes or rural activities?
- ❖ Talk to your customers directly by taking a trade stand space as part of your sponsorship package
- ❖ Generate brand awareness through opportunities such as the programmes, banners, announcements or leaflets.

As valued sponsors, you and your guests will be entitled to use our privileged Sponsors and Members Enclosure, which provides a comfortable and unrivalled view of the main ring activities and from where refreshments can be obtained throughout the day.

There are many opportunities to get involved: -

- Livestock and Equine classes
- Horticultural and Floral Art
- Open and Companion Dog Shows
- Vintage Sections - Cars, Tractors, Engines & Motorcycles
- Outdoor Food Showcase, Craft Marquee, Retail Marquee, Main Ring, Members' Marquee
- Valuable on-site services – i.e. marquees, fencing, signage, hand washing facilities, grandstand
- Prizes for a sponsored class, in cash or kind
- A helping hand or the loan of a vehicle, are all forms of sponsorship without which we could not run the show.

Together with much more...

**Our aim is to give you the best possible opportunity to meet your promotional needs and therefore sponsorship packages can also be arranged to suit individual needs.**

## Packages available:

### **Bronze Package: £80.00**

2 Admission Tickets and 2 Sponsors Badges  
1 Car Park Pass (dedicated Sponsors/Members Car Park)  
Ring side Banner Space  
Written Acknowledgement in Show Publications and on our Website  
Facebook link and Twitter mention  
Quarter Page Advertisement in Show Publications

### **Silver Package: £175.00**

2 Admission Tickets and 2 Sponsors Badges  
1 Car Park Pass (dedicated Sponsors/Members Car Park)  
2 Lunch Tickets for President's Area  
Trade Space 6m x 6m  
Ring side Banner Space  
Written Acknowledgement in Show Publications and on our Website  
Facebook link and Twitter mention  
Quarter Page Advertisement in Show Publications

### **Gold Package: £250.00**

4 Admission Tickets, 2 Sponsors Badges and 2 Guest Badges  
2 Car Park Pass (dedicated Sponsors/Members Car Park)  
2 Lunch Tickets for President's Area  
Trade Space 12m x 6m  
Ring side Banner Space  
Written Acknowledgement in Show Publications and on our Website  
Facebook link and Twitter mention  
Half Page Advertisement in Show Publications

### **Platinum Package: £500.00**

8 Admission Tickets, 4 Sponsors Badges and 4 Guest Badges  
4 Car Park Pass (dedicated Sponsors/Members Car Park)  
4 Lunch Tickets for President's Area  
Trade Space 12m x 12m  
Ring side Banner Space  
Written Acknowledgement in Show Publications and on our Website  
Facebook link and Twitter mention  
Full Page Advertisement in Show Publications

I/We hereby offer sponsorship to the Derbyshire Agricultural and Horticultural Society Ltd for the 2021 Derbyshire County Show to be held on Sunday 27th June.

Name of Company.....

Address.....

.....

Post Code.....

Telephone No: .....Mobile No.....

Contact Name(s).....

Email.....

Please tick appropriate box-

I/we wish to continue sponsorship in the same section as 2019

I/we wish to increase my sponsorship to £.....

I/we would like to change my sponsorship as follows:

.....

I/we am/are interested in advertising on the Showground by way of:

.....

I/we would like our sponsorship to be allocated to:

Level ..... Section .....

On receipt, an official invoice will be sent in respect of your sponsorship. Alternatively, a cheque made payable to "Derbyshire Agricultural and Horticultural Society" may be sent with this form and a receipted invoice will be issued.

Advertising Copy Enclosed..... To follow.....

(Please note: TO GUARANTEE PUBLICATION IN THE SHOW PUBLICATIONS ALL ADVERTISEMENTS MUST BE RECEIVED BY THE 15TH MAY

Please return this form to:

Mrs. Anne James,  
Derbyshire Agricultural & Horticultural Society,  
5 Willow Park Way, Weston Road, Aston on Trent, Derbys. DE72 2DF  
Telephone: 01332 793068  
Email: info@derbyshirecountyshow.org.uk