



**THE  
SUFFOLK  
SHOW**

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**SPONSORSHIP  
PACKAGES**

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# THE SUFFOLK SHOW



"We have enjoyed a close association with the Suffolk Show for many years. Our sponsorship of the cattle rings and buildings affords our company excellent exposure and opportunities to entertain corporate guests on both days of the show. The Show team are a pleasure to deal with and the catering/service in the sponsors lounge is always of exemplary standard."

SHADWELL ESTATE COMPANY LTD

## THE SUFFOLK SHOW

The Suffolk Show is regarded as one of the finest county shows in the UK. Held over two days at Trinity Park, Ipswich, the show attracts an average of 86,000 visitors from all over the county and beyond.

The Show has remained true to its roots and attracts a large number of agricultural exhibits and an ever expanding number of livestock and equine entries for its showing classes. It is this adherence to the core values of a county show which ensures visitor numbers are consistently high year after year. The Show provides an excellent platform for the county's business community to meet and exchange ideas.

To most, the Suffolk Show is an all-round great day out, packed with world class displays in the Grand Ring, a full equine and livestock programme, fantastic shopping from a dazzling array of tradestands, craft marquees, art exhibition and food hall, combined with all the traditions of a county show.

## THE SUFFOLK AGRICULTURAL ASSOCIATION

The Suffolk Agricultural Association is a Charity formed in 1831. Its objectives are to raise awareness of food, farming and the countryside and its importance to the Suffolk economy and well-being. Each year, the SAA stages the Suffolk Show as well as delivering a range of education initiatives. It also developed and now runs the Trinity Park Conference and Event Centre.

# WHY SPONSOR THE SUFFOLK SHOW?



The annual two day Suffolk Show attracts on average around **86,000** visitors, **800** trade stands and over **3,000** equine and livestock exhibitors, offering you exceptional exposure for your brand or product.

The Suffolk Show provides the ideal platform to:

- BUILD YOUR BRAND AWARENESS AND PROFILE.
- ALIGN YOUR BRAND WITH A HUGELY SUCCESSFUL BUSINESS AND LEISURE EVENT.
- REACH YOUR TARGET AUDIENCES IN THE REGION.
- ENTERTAIN CLIENTS AND BUSINESS ASSOCIATES.
- ADD VALUE AND CREDIBILITY TO YOUR BRAND.

# SPONSORSHIP AND MARKETING OPPORTUNITIES

The Suffolk Show offers various levels of sponsorship to meet all budgets. The basic packages are listed below. In addition we can offer bespoke packages to meet our clients requirements.

## BRONZE

from  
£500<sub>+VAT</sub>

- Brand name advertising in the Prize Schedule, Catalogue, Programme and Annual Review Report.
- Opportunity to present prizes (where appropriate)
- Commentator announcement (where appropriate)
- Two complimentary tickets to the Show on both days
- Access on both days of the Show to the Ringside Sponsors' Lounge for two people
- One priority car park pass per day.

## SILVER

from  
£1,500<sub>+VAT</sub>

- Brand name advertising in the Prize Schedule, Catalogue, Programme and Annual Review Report.
- Company logo with Link on the Suffolk Show website
- Opportunity to present prizes (where appropriate)
- Commentator announcement (where appropriate)
- Sponsors Day passes for 2 people on each day. Each Sponsors Day pass includes an adult admission ticket to the Show and Sponsors Badge to allow access to the Sponsors Lounge.
- Free Silver Service Luncheon for two people on one day of the Show.
- The opportunity to invite up to eight guests for luncheon at the Sponsor's expense on one day. Sponsors will be issued with Show admission tickets for their luncheon guests.
- One priority car park pass each day.

## SPONSORS LOUNGE

THE SPONSORS LOUNGE IS OPEN ALL DAY FOR SPO

THE SERVICES OF DEDICATED STEWARDS • CLOAKROOM • MORNING COFFEE AND SNACKS • A CHAMPAGNE  
FREE BAR ALL DAY • PRIME LOCATION ON THE SHOWGROUND WITH GLASS FRONTAGE ONTO THE GRA

## GOLD

from  
£3,000<sub>+VAT</sub>

- Brand name advertising in the Prize Schedule, Catalogue, Programme and Annual Review Report.
- Company logo with Link on the Suffolk Show website
- Opportunity to present prizes (where appropriate)
- Commentator announcement (where appropriate)
- Banner space in the Trinity Ring
- Sponsors Day passes for four people on each day. Each Sponsors Day pass includes an adult admission ticket to the Show and Sponsors Badge to allow access to the Sponsors Lounge.
- Free Silver Service Luncheon for four people on each day of the Show.
- The opportunity to invite up to six guests for luncheon at the Sponsor's expense each day. Sponsors will be issued with Show admission tickets for their luncheon guests.
- Invitation for two to attend the President's Reception on one day of the Show
- Two priority car park passes each day.

## PLATINUM

from  
£6,000<sub>+VAT</sub>

- Brand name advertising in the Prize Schedule, Catalogue, Programme and Annual Review Report.
- Company logo with Link on the Suffolk Show website
- Opportunity to present prizes (where appropriate)
- Commentator announcement (where appropriate)
- A banner space in the Grand Ring, President's and Trinity Rings.
- Sponsors Day passes for six people on each day. Each Sponsors Day pass includes an adult admission ticket to the Show and Sponsors Badge to allow access to the Sponsors Lounge.
- Free Silver Service Luncheon for six people on each day of the Show.
- The opportunity to invite up to six guests for luncheon at the Sponsor's expense each day. Sponsors will be issued with Show admission tickets for their luncheon guests.
- Invitation for two people to attend the President's Receptions both days of the Show
- Three priority car park passes each day.

## DIAMOND

from  
£10,000<sub>+VAT</sub>

- Brand name advertising in the Prize Schedule, Catalogue, Programme and Annual Review Report
- Company logo with Link on the Suffolk Show website
- Two banner spaces in the Grand Ring, one in each of the President's and Light Horse Rings.
- Opportunity to present prizes (where appropriate)
- Commentator announcement (where appropriate)
- Sponsors Day passes for eight people on each day. Each Sponsors Day pass includes an adult admission ticket to the Show and Sponsors Badge to allow access to the Sponsors Lounge.
- Free Silver Service Luncheon for eight people on each day of the Show.
- Invitation for four people to the President's Reception on both days of the Show.
- The opportunity to invite additional guests for lunch at the sponsors' expense.
- Four Complimentary priority car park passes each day.

### **SPONSORS AND THEIR GUESTS AND, ALL SPONSORS DAY PASSES INCLUDE:**

**PRIME RECEPTION FROM 11.30 AM • SILVER SERVICE LUNCHEON SERVED WITH WINE • AFTERNOON TEA AND CAKE AND RING • RINGSIDE PRIVATE GARDEN • QUALITY, LOCAL CATERERS. A MENU WILL BE SENT IN ADVANCE**



# TARGETED SPONSORSHIP & MARKETING OPPORTUNITIES

The **sheer diversity** of exhibits and displays at the Suffolk Show provides an **unrivalled opportunity** for your organisation to support relevant industries and align your product or brand to **specific target audiences**.

## Examples of areas to sponsor include:

**BANNER ADVERTISING** An alternative to sponsorship, banner advertising is a great way to raise your profile and promote your brand. Banner space is available in all the Show's entertainment rings and strategic points around the showground. Prices start at £250

*Specifications for Banners and Adverts:  
To ensure that we publish your current logo, please supply this on an annual basis. Logos: Hi res PNG or EPS*

**BANNERS** 4.5 m x 700 mm vinyl eyeleted banner – this needs to be delivered to the Showground clearly labelled with your company name, by the Friday immediately before the Show.

**COMMENTARY** Commentary to be announced across the competition rings should be no more than 50 words long and sent in either a word document or PDF.

**BUSINESS DESCRIPTION FOR THE CATALOGUE AND PROGRAMME** This should be no more than 60 words and sent to the office at least two months before the Show.

**PRESENTATION OF PRIZES** If you are supporting a livestock or equine class please confirm whether a representative would like to present the prize for the relevant class. Please also inform us of the person's name for commentary purposes.

**COMPLIMENTARY DINING** We will write to sponsors at least six weeks before the Show with information about dining and how to book additional guest places.

**FURTHER INFORMATION AND BOOKING** For further information about any of our sponsorship and marketing opportunities or to book a sponsorship package or banner space, please contact Sue Bennitt on 01473 707112, email [sue.bennitt@suffolkshow.co.uk](mailto:sue.bennitt@suffolkshow.co.uk). The Banner booking form can be downloaded from our website at [www.suffolkshow.co.uk](http://www.suffolkshow.co.uk).

## BRONZE

HORSE & PONY BREED SECTION

CATTLE BREED

SHEEP BREED

INHAND CHAMPIONSHIP

DRIVING CLASSES

## SILVER

LONG SERVICE AWARDS

EQUINE VILLAGE

BANDSTAND

SHOWGROUND MAP

LIGHT HORSE RING

AVENUE ENTERTAINMENT

SKILLS DISCOVERY ZONE

EVENTS CENTRE COURTYARD

Examples of areas to sponsor include:

## GOLD

VISITORS INFORMATION SHEET

WILDLIFE AREA

COUNTRYSIDE AREA

GRAND RING –HEAVY HORSE CLASS

TRINITY RING

TICKET WALLETS

ART SHOW

PRESIDENT'S RING DISPLAY

## PLATINUM

GRAND RING MAIN DISPLAY

MAIN SHOW JUMPING CLASS

VPS OR MEMBERS RINGSIDE CLUB

PUBLIC EATING/ ENTERTAINMENT AREA

## DIAMOND

TICKETS – BACK OF PAPER TICKETS AND E-TICKETS

PRESIDENT'S RING

SPONSORS LOUNGE

BRANDING AT MAIN ENTRANCES

GRAND RING

"Sponsorship of the Suffolk Show has provided us with a valuable marketing platform that enables us to raise the profile of Greene & Greene and draw attention to the wide range of services that we offer to the local agricultural community from our base in Bury St Edmunds."

MARK DALY  
GREENE & GREENE SOLICITORS

# ABOUT OUR VISITORS

- 33% of visitors live in postcodes IP1 to IP5
- 48% of visitors live within one hour (excluding postcodes IP1 to IP5)
- 19% of visitors live more than one hour from the Show
- 63% of visitors spend 3 to 7 hours at the Show
- 37% of visitors spend more than 7 hours at the Show
- 50% of Show visitors are AB
- 19% of Show visitors are C1
- 31% are C2D
- 73% of visitors rated the Show very good or excellent
- 92% of visitors are likely or very likely to recommend the Show to others
- 82% of visitors think the Suffolk Show has something for everyone
- 85% of visitors think the Suffolk Show is a great day out

For more information about sponsoring the Suffolk Show:

Please contact Sue Bennitt:  
e. [sue.bennitt@suffolkshow.co.uk](mailto:sue.bennitt@suffolkshow.co.uk)  
t. 01473 707112

[www.suffolkshow.co.uk](http://www.suffolkshow.co.uk)

  
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