



SPONSORSHIP OPPORTUNITIES 2018





The Cotswold Show 7th & 8th July 2018

The Cotswold Show and Food Festival is a two day rural and family orientated event which attracts an average of 30,000 visitors. Established in 1988, the show takes place on the first weekend of July each year at Cirencester Park, the ancestral home of The Earl & Countess Bathurst.

The show offers the visitor a wide variety of attractions which include a food festival and cookery theatre, spectacular displays in the Bathurst Arena, informative and fun events in the Apsley Arena, shopping at over 300 trade stands, demonstrations of countryside skills along with many other attractions.

We attract the majority of visitors from a 25 mile radius of Cirencester including Cheltenham and Gloucester, Swindon, Bath & Bristol but many come from much further afield. Our visitor numbers are increasing steadily each year as more and more people hear of our show. The show's attractions appeal to all ages, particularly among families. Our demographic coding is ABC1.

Our dedicated Press and Marketing Manager promotes the show throughout the year working closely with the media. As the show draws nearer, we increase our exposure through extensive advertising in local and regional newspapers and national magazines. We also work with a media partner and promotions via local radio and through social media.

Our main campaign consists of:

- 200,000 promotional leaflets distributed locally and regionally
- Banners, signs & posters placed in strategic locations around Cirencester
- Monthly email newsletters
- Extensive social media campaigns
- National and regional paper and magazine advertising



Sponsorship Packages 2018

Included in the £400 sponsorship package:

- 1 x banner (Bathurst Arena or Apsley Arena)
- Listing on the Cotswold Show website and a link to your business
- PA Exposure
- 2 x tickets for access to the private hospitality marquee, with private main arena viewing, with buffet lunch and complimentary bar.

Included in the £600 sponsorship package:

- 1 x banner (Bathurst Arena or Apsley Arena)
- Listing on the Cotswold Show website and a link to your business
- PA Exposure
- ¼ page colour advert in the programme
- 3 tickets for access to the private hospitality marquee with private main arena viewing, with buffet lunch and complimentary bar.

Included in the £900 sponsorship package:

- 2 x banners (Bathurst Arena or Apsley Arena)
- PA Exposure
- Listing on the Cotswold Show website and a link to your business
- ½ page colour advert in the programme
- 4 tickets for access to the private hospitality marquee with private main arena viewing, with buffet lunch and complimentary bar.

Included in the £1200 sponsorship package:

- 2 x banners (Bathurst Arena or Apsley Arena)
- PA Exposure
- Listing on the Cotswold Show website and a link to your business
- 6 x complimentary tickets to the Show
- Full page colour advert in the programme
- 6 tickets for access to the private hospitality marquee with private main arena viewing, with buffet lunch and complimentary bar.

Included in the £3500 sponsorship package:

- Company advert on front page of Cotswold Show website
- Company advert on all advance show E-Tickets
- Full page colour advert on inner front cover of the programme
- 8 x banners (Bathurst Arena x4 & Apsley Arena x4)
- PA Exposure
- Listing on the Cotswold Show website and a link to your business
- 20x complimentary entrance tickets to the Show
- 6 tickets for access to the private hospitality marquee with private main arena viewing, with buffet lunch and complimentary bar.

In addition to any of the above packages, additional tickets for access to the private patron's marquee, to include lunch and complimentary bar can be purchased at a cost of £60 plus VAT.



Individual attractions still available to sponsor

	Price £ + VAT	Status
Great War Flying Display Team	3500	
BMX Stunt Show	3500	
Mounted Games	1200	
Sheep Dog & Duck Demonstration	1200	
Parade of Hounds	1200	
Help 4 Heroes Parachute Jump	1200	Reserved
Apsley Arena/ World of Dogs	1200	Reserved
Food Festival Marquee	1200	Sponsored
LG Dog Agility	900	
Polo Demonstration	900	
Falconry Display	900	Sponsored
Cookery Theatre	900	Sponsored
Children's activities Zone	900	
Tree Climbing	900	
The Horse Whisperer demonstration	900	Sponsored
Working Steam Engine Display	900	
Working Farm Machinery	900	Sponsored
Traditional Rural Skills	600	Sponsored
Rare Breeds Marquee	600	Sponsored
Ferret Racing	600	
Terrier Racing	400	
Terrier Show	400	
Lurcher Racing	400	
Lurcher Show	400	
Beekeeping	400	Sponsored
Flax Processing Demonstration	400	
Glass Blowing Demonstration	400	Sponsored
Gun Dog Training Demonstration	400	Sponsored

Call 01285 652007 or email info@cotswoldshow.co.uk