



**“A Great Day Out  
For All The Family!”**

**2024**

# Sponsorship Package.

## Address

Cotswold Country Fair  
Ltd Bathurst Estate  
Offices Cirencester  
Park Cirencester  
GL7 2BU

## Phone

PR &  
Marketing  
Enquires:  
  
01285 652007

## Web & Mail

Email:  
[info@cotswoldshow.co.uk](mailto:info@cotswoldshow.co.uk)  
  
Web:  
[www.cotswoldshow.co.uk](http://www.cotswoldshow.co.uk)

## “Where Town Meets Country.”

Two days, 100 acres, hundreds of attractions and thousands of visitors – the Cotswold Show is now one of the most popular on the regional Country Show calendar.

The show was founded in 1989 by The Earl Bathurst in Cirencester Park. Lord Bathurst’s dream was to stage an event about the Countryside that is family friendly, educational, and packed with entertainment. Thirty four years on, the Show’s popularity continues to grow, with visitors from near and far enjoying a fabulous day out with their families. Each year there are exciting new attractions, so there is always plenty to see and do.

Welcoming 20,000+ visitors over the weekend, the Show has grown to become an all-encompassing event, attracting both town and country, young and old and two and four legged visitors!



## Why Sponsor Us ?

The Cotswold Show boasts endless attractions to draw in spectators. Arena Acts, entertainment, food, shopping, traditional rural skills, and MUCH more.

- ✓ 20,000 + footfall over the course of two days
- ✓ Extensive social and media coverage, including but not limited to TV, radio & print
- ✓ Promotional banners around the Bathurst and Apsley arena.
- ✓ 200- tradestands, along with themed areas full of entertainment



**You too could capitalise on the masses attending this year's show!**



### Tradestands

200+ tradestands along with themed areas and cookery theatre



2,980 follow us on instagram  
12,000 follow us on facebook



### Foot Fall

**20,000+ visit the show, and growing every year.**



### Media Coverage

extensive coverage of the show through various media channels

## What we can offer you :

- Entry Level sponsorship
- Premier Level Sponsorship
- Supreme Level Sponsorship



# Available sponsorship packages.

## Entry Level Sponsorship £600:

- *Listings in our programme and on The Cotswold Show website with a link to your business*
- *PA Exposure on the days of the show*
- *2 x VIP tickets for access to the private hospitality marquee with a complimentary buffet lunch and pay bar*
- *1 x welcome post on our social media to announce your sponsorship*

## Premeium Level Sponsorship £900:

- *1x banner (Bathurst Arena or Apsley Arena)*
- *Listing on The Cotswold Show website and a link to your business*
- *PA Exposure on the days of the show*
- *1/2 page colour advert in the programme*
- *4 x VIP tickets for access to the private hospitality marquee with a complimentary buffet lunch and pay bar*
- *3 x posts on our social media to announce your sponsorship*



## Supreme Level Sponsorship £1200:

- *1 x banner (Bathurst Arena or Apsley Arena)*
- *Listing on The Cotswold Show website and a link to your business*
- *PA Exposure on the days of the show*  
*Full page colour advert in the programme*
- *6 x VIP tickets for access to the private hospitality marquee with a complimentary buffet lunch and pay bar*
- *6 x Complimentary tickets to the Show*
- *4 x posts on our social media to announce your sponsorship*

*In addition to any of the above packages, additional tickets for access to the private patron's marquee, to include lunch, can be purchased at a cost of £80*

# Sponsorship Opportunities.

<b>Police Dog Demo</b>	£600
<b>Otter Hounds Display</b>	£600
<b>Gun Dog Demonstration</b>	£600
<b>Nuneaton Dog Display</b>	£600
<b>Family Dog Show</b>	£600
<b>Practical Horsemanship</b>	£600
<b>Tree Climbing</b>	£600
<b>Rare Breeds</b>	£600
<b>Ferret Racing</b>	£600
<b>Gun Dog Scurry</b>	£600
<b>Archery</b>	£600

<b>Pony Scurry</b>	£900
<b>Sheep Show</b>	£900
<b>Sheep Dog Demo</b>	£900
<b>Steam Engines</b>	£900
<b>Traditional Rural Skills</b>	£900
<b>Food Hall</b>	£1200
<b>Parade of Hounds</b>	£1200
<b>Farm Machinery Display</b>	£1200
<b>Monster Trucks</b>	£1200
<b>Hawkeye Falconry</b>	£1200
<b>REME Parachute Display Team</b>	£1200

All prices plus VAT

# Become a sponsor today!

## How our campaigns can support your business ?

*Our dedicated Press and Marketing team 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.*

### Our main campaign consists of :

- ✓ *Banners, signs and posters placed in strategic locations around Cirencester*
- ✓ *Extensive online and social media campaigns, including Instagram and Facebook*
- ✓ *Monthly email newsletters*
- ✓ *Regional paper and magazine advertising*



**We increase our exposure  
through local radio, TV and  
social media.**

*\* Please note that we are open to customized sponsorship packages as we understand all businesses and their requirements are different. Get in contact with our marketing team to discuss.*



## Get in Contact.

Company Name:

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The Sponsorship Package you are interested in:

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Best contact for you:

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To enquire about sponsorship, please  
fill in the above and email to  
[info@cotswoldshow.co.uk](mailto:info@cotswoldshow.co.uk)  
alternatively give us a call on **01285 652007**