



# Sponsorship Opportunities 2024



## Main entrance board 4m x 4m £2,000.

Positioned on the A265, the main road running between Heathfield and the A21 28 days before Show day. Over 8,000 vehicles pass each day (Government Statistics 2023)

## Trailer boards

erected 28 days before Show day  
14 double-sided trailer boards (4' x 8')  
In various locations within a 15 mile radius of the Showground



## Main entrance Show office £750

In position at least two weeks before Show day and one week after.



## 4 Finger boards £500 each

Positioned around the Showground at major footfall points, inside the White gate, Red gate, Blue gate & outside the Show Secretary's office. Erected one week prior to Show day.



## Hedgerow boards – 250 boards A0 size £10,000

Boards are erected 28 days before Show day and placed around the districts of Wealden, Eastbourne, Hastings, Crossing into Kent districts south of Sevenoaks, Tunbridge Wells, Ashford and Surrey districts south of Tandridge





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## Car Park Directional boards - 13 boards 110cm x 75cm £500 each

Erected two days before Show day and placed along A265 between Heathfield Market junction and Oakhill driveway

## Mirror hung car park passes - 2,500 printed £700

These passes are distributed to all horse (500), cattle (150), sheep (100) and pig (50) exhibitors, judges (30), stewards (30), members (700), sponsors (300) trade stand exhibitors (500) and misc (140). Your advert would appear on the back of pass



## Specific Areas or Marquees - £1000 each

Specific areas and marquees include Country Ways, Farmers' Market, Flower Hub, Arts & Crafts, Education, Members & Sponsors, New Enterprise Zone, Micro Brewery & WI



Your package will include banners within the area, personalised naming of the marquee, a full-page colour advertisement in the Show programme and a banner in the main ring plus a package of 4 sponsors' badges, 4 guest badges, and 4 forward car passes.

## Prize Cards

Presented to all prize winners 1st to 3rd and also Champions and Reserve Champions in all Cattle, Sheep & Pig classes, Trade Stand competition and Trophy cards







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### Animal Numbers

All livestock and horses wear numbers in the competition rings, approximately 1000 animals are presented on Show day. The exhibitors keep the numbers after the Show.



**Ticket Folder Branding - A5 size £600**

**Ticket folder insert - A5 size £500**

### Product Placement

Sponsors' can place their advertising material within the Sponsors' marquee



### Other Sponsorship Opportunities

Main ring events	Main Attraction	From £3,000
Side Displays	Sheep Show	£2,500
	Band stand entertainment	£450
	Shetland Pony Grand National	£2,500
Other Events	Band Stand	£300
Rings	Ring 2, 3 & 4,	£300 each
	Ring 5 & 6 & Practice Area	£200 each
Banners	Main Ring	£200 each
	Rings 2,3 & 4 & Horse walks (4)	£100 each
	Car parks	£150 each
Country Ways	Displays & Attractions	From £200
Car Parks	Red or White	£500 each
Programme	Advertisements	From £200
Trade Stands Competition	4 available	£150 each
Breed Sections	Availability depends on number of classes	From £200
Showing Class		£150
Donation	No Sponsor benefit	under £150