

THE ROYAL ISLE OF WIGHT
COUNTY SHOW
Saturday and Sunday
8th & 9th July 2023



SPONSORSHIP
OPPORTUNITIES



THE ROYAL ISLE OF WIGHT COUNTY SHOW

THE SOCIETY

The Royal Isle of Wight Agricultural Society is a registered charity. As a member-led organisation, we aim to support Island agriculture, conserve our natural environment, and raise awareness of rural issues to all Island residents. We also support:

- Island students to further their agricultural and farming studies through our Rural Careers Fund bursary programme.
- The local food sector, through our Wight Marque provenance scheme.

THE COUNTY SHOW

The Royal Isle of Wight County Show was given its Royal charter by Queen Victoria, and continues to celebrate the very best of the Isle of Wight's agriculture and land-based industries. We are a traditional County

Show, where today's visitors can learn about farming and the countryside and find out more about the heritage and traditions which are no longer part of everyday life. More and more, people are re-connecting with the land we live on and want to 'Come and Have a Go'.

The Royal Isle of Wight County Show is the prestigious start of the summer season on the Island, attracting over 9,000 visitors each year. This is the only event on the Isle of Wight which combines agriculture, livestock and equestrian events with traditional entertainment.

Over the last few years, we have built the Royal Isle of Wight County Show into a vibrant, successful event which attracts an increasing number of visitors, exhibitors and traders from across the Island and beyond. With our partners, we are proud to promote everything that makes the Island's agricultural and rural sectors special.



HEADLINE SPONSORSHIP

To reflect the recent success of the Royal Isle of Wight County Show, we are inviting key organisations to partner with us as we continue to develop, becoming part of our identity and our community. Headline sponsorship makes you an integral part of the Show through our marketing, publicity material and all preparation activity.

We want to work alongside our partners as we attract an even wider audience and celebrate the importance of farming and agriculture to the Isle of Wight community.

Each Headline Sponsorship package can be tailored to meet your needs, but as a guideline, we offer:

- Your logo on all pre-Show publicity material.
- Your name on Royal Isle of Wight Agricultural Society correspondence, including the newsletter and exhibitors' packs.
- Logo and links on the Show website and our social media.
- Full page in the Show guide for advert or editorial.
- Logo on car park passes.
- Regular coverage in the Show commentary.
- 2 Main Ring banner spaces.
- A banner at the Show entrance.
- Free Trade Space.
- 4 forward parking passes.
- 8 Show entrance tickets and passes to Members' Enclosure.
- Invitation to the Opening Ceremony Reception.



MAIN AREA SPONSORSHIP

Each area of the Royal Isle of Wight County Show has its own distinct identity. From Livestock, Pigs, Poultry, Dogs, Equine, Food, Country Pursuits, the Members' Pavilion and the Village Green, each Area Lead creates a unique environment designed to educate, inform and entertain. Many of these areas are available for sponsorship, enabling you to reach customers and visitors with a direct interest in your market.

Packages can be tailored to your needs but typically they include:

- Area naming rights.
- One page in the Show programme for advert or editorial.
- Logo and links on the Show website and our social media.
- Regular coverage in the Show commentary.
- 1 Main Ring banner space.
- Free space within the area for your stand.
- 4 Show entrance tickets.
- Invitation to the Opening Ceremony Reception.

OTHER SPONSORSHIP OPTIONS

Other options for your sponsorship can include displaying a banner in the Main Ring and sponsoring prizes for particular categories or activities.

A range of corporate hospitality options are available for you to entertain your clients and friends in our Members' Pavilion.

Net proceeds from the Royal Isle of Wight County Show support the Rural Careers Fund, helping Isle of Wight students to gain qualifications that will help improve farming and land based industries on the Island.

*Sponsorship opportunities are priced from £50 to £3000.
Please contact us to discuss your needs and arrange an individual package.*



To discuss sponsorship opportunities, please contact the team:

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