



DURHAM COUNTY SHOW

Saturday 3rd July
&
Sunday 4th July 2027

www.durhamcountyshow.com



Sponsorship & Hospitality Packages

DCS Showground, Thornley Hall Farm, Durham DH6 3LY



Durham County show is one of the oldest county shows in the UK.
The show takes place at the Durham County Show showground
Thornley Hall Farm, Durham, DH6 3LY



Our showground is perfectly situated for access from all major roads. We have ample free parking for visitors and competitors with hardstanding if required.

The show is of course the perfect setting to showcase your business. We encourage our sponsors to take advantage of dedicated premium trade space.

Invite your guests and entertain clients with hospitality and priority parking.

As a county show we focus on all that is expected from an event such as this. With a strong emphasis on equestrian and countryside sports, that are both visual and entertaining for all show goers.

There's so much more to the show to keep you entertained all weekend. You'll find all your favourite countryside show attractions as well as shopping and crafts.

We welcome you all as our guests to a full weekend of main ring entertainment, attractions and displays alongside British showjumping and the largest equine showing schedule in the North East.

Our marketing team are available to answer any questions. We can tailor any sponsorship to match your requirements and budget.

✉ [**durhamcountyshow@outlook.com**](mailto:durhamcountyshow@outlook.com)

MAIN ARENA & DISPLAY STARS 2027

New to the main arena we welcome Falconry displays from
FALCONRY DAYS

*performing 2 live arena displays a day
visit the static display to see the birds up close and personal*



SHETLAND NATIONALS

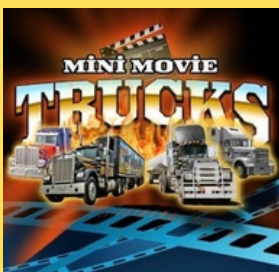


4 races a day - lets go racing-shetland style

MONSTER TRUCK ARENA

LIVE MUSIC MARQUEE

ROCK CHOIR



Check the website for up-to-date attractions & displays - we're adding more every week



Main Arena Principal Partner Package

£1,000

Put your company at the heart of the show as main arena sponsors.
The main arena is the heart of the show with attractions/acts and demonstrations running throughout the weekend making your business centre stage.

Included in your package

- Main arena named after your company
- Named sponsor in all schedules
- Featured sponsor on the what's on page on the website
- Main arena banners
- Road signage with your company logo
- Premium Trade Stand Site (complimentary)
- Shetland National Race named after your company
- Tickets to the show x 10 - company branded
- Priority show day parking
- Hospitality on show day
- Web and social advertising/Header and Footer Feature
- Schedule/catalogue advertisement - full page/colour
- P.A announcements on show day

Main Arena shows 2027

THE SHETLAND NATIONALS

FALCONRY DAYS

ICE PHOENIX MONSTER TRUCK RIDE & MINI MOVIE TRUCKS

ROCK CHOIR





Showjumping Arena Principal Partner Package £1,000

Put your company at the heart of the show as Showjumping main arena sponsors on showjumping weekend. We made the national news in 2024 featuring showjumping. In 2025 and 2026 we had some of the highest entries on grass in the country, there's no better return on your investment

Included in your package

- Main Showjumping arena named after your company
- Named sponsor in schedules including British Showjumping
- Arena named after your company in the British Showjumping schedule
- Featured sponsor on the showjumping page on our website
- Shetland National Race named after your company
- Main arena banners
- Road signage with your company logo
- Premium Trade Stand Site (complimentary)
- Tickets to the show x 10 - company branded
- Priority show day parking
- Hospitality on show day
- Web and social advertising/Header & Footer Feature
- Schedule/catalogue advertisement - Full page/colour
- P.A announcements on show day



Durham County Show
highest entries on grass 2025/2026





Hospitality Principal Partner Package

£1,000

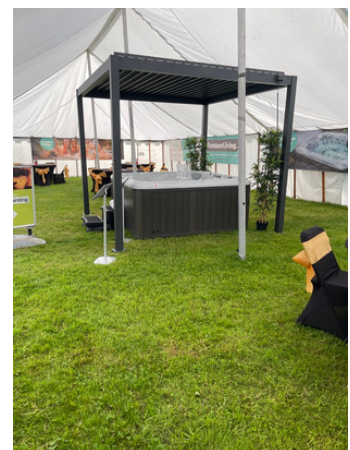
Put your company at the heart of the show as Hospitality Marquee Sponsors. As Hospitality Sponsors, the hospitality Marquee will be dressed to impress in your company branding. You'll make the perfect impression on your clients and guests

Included in your package

- Hospitality Marquee named after your company
- Named sponsor in all schedules
- Marquee banners
- Road signage with your company logo
- Premium Trade Stand Site (complimentary)
- Tickets to the show x 10 - company branded
- Priority show day parking
- Hospitality on show day
- Shetland National Race named after your company
- Web and social advertising
- Schedule/catalogue advertisement - full page/colour
- P.A announcements on show day

Hospitality Sponsors - Outdoor Living

Dressing the hospitality tent in their unique style with a hot tub





Principal Partner Package

£750.00

The ultimate VIP access all areas show day pass for you and your guests

Included in your package

- Tickets to the show for you and 10 guests.
- Priority show day parking
- Hospitality on show day
- Shetland National Race named after your company
- Web and social advertising - header/footer feature
- Ground Banner with your company logo
- Trade stand space (complimentary premium sites)
- Full page catalogue advertisement
- P.A announcements on show day



You can add extras to your package such as trophies-class sponsorship choose from the package extras list



Shopping Marquee Sponsorship

£750

Put your company at the heart of the show as Shopping Marquee Sponsors. As shopping marquees Sponsors, the Marquee will be dressed to impress in your company branding. You'll make the perfect impression on your clients and guests

Included in your package

- Shopping Marquee named after your company
- Named sponsor in all schedules
- Marquee banners
- Road signage with your company logo
- Premium Trade Stand Site (complimentary)
- Tickets to the show x 10 - company branded
- Priority show day parking
- Hospitality on show day
- Shetland National Race named after your company
- Web and social advertising
- Schedule/catalogue advertisement - full page/colour
- P.A announcements on show day





Equine Ring Sponsors

£500

Put your company at the heart of the show as Equine Ring Sponsors.
As Equine Ring Sponsors, the Rings will be dressed to impress in your company branding.
You'll make the perfect impression on your clients and guests

Included in your package

- All equine rings named after your company
- Named sponsor in the schedule
- full page colour schedule advertising
- Premium Trade Stand Site (complimentary)
- Tickets to the show x 5 - company branded
- Priority show day parking
- Hospitality on show day
- Shetland National Race named after your company
- Web and social advertising
- P.A announcements on show day





Dog Show Sponsors £300

Put your company at the heart of the show as Dog Show Sponsors.
You'll be the main sponsors of our Strutt Ya Mutt dog incorporating our search
for a doggy star class "Mutts got Talent" dog show.

All entries from the dog show are donated to Hero paws
Together we will support this amazing charity
heropaws.org.uk

Included in your package

- Named sponsor in the schedule
- Branded Arena in your Business Brand
- Premium Trade Stand Site (complimentary)
- Tickets to the show x 4 - company branded
- Hospitality on show day
- Web and social advertising
- Schedule advertising- full page/colour
- P.A announcements on show day




SUNDAY 4TH JULY
Strut "Ya" Mutt
DOG SHOW
featuring
Mutt's Got Talent

BEST IN SHOW
Proud to support




Showjumping Class Sponsor Package

£195.00

Put your company name out there on show day
Present your own branded rosettes and sashes to the winners

Included in your package

- A class named after your company printed in our showjumping schedules
- Present the winners with rosettes and sashes displaying your branding/Logo
- Present your own company branded show rug
- Present the winner with a branded Commemorative Plaque
- Tickets to the show x 4
- Web and social advertising
- 1/4 page Shedule advertisement
- P.A announcements on show day



*You can add extras to your package such as trophies-class sponsorship
Choose from the package extras list*



Showing Class or Championship Sponsor Package £195.00

Put your company name out there on show day
Present your own branded rosettes and sashes to the winners

Included in your package

- A class or championship named after your company
- Present the winners with rosettes and sashes displaying your branding/Logo
- Present your own company branded show rug
- Present the winner with a branded Commemorative Plaque
- Tickets to the show x 4
- Web and social advertising
- 1/4 page schedule advertisement
- P.A announcements on show day

2027 Special Charity Class-The Delgarth Prince Open

As a show we believe in giving back and support a number of charities through the show. Welsh Pony rescue & rehabilitation charitable trust is a charity very close to our hearts. We learned about a famous horse from the show rings. Sadly aged 22 yrs Delgarth prince was dumped and found by the charity in an appalling state. Thanks to the tireless work of the charity volunteers prince is recovering and enjoying retirement.

The Delgarth Prince Open was a new class for 2024. The class is open to any horse and rider combination ridden or in hand or on a hobby horse for competitors without a horse that would like to support. Every entry fee will go to the charity to support prince in his retirement. Why not join us by sponsoring the class or giving prizes.

Why not sponsor the class in 2027

DELGARTH PRINCE OPEN
Open to all breeds inhand and ridden Horses

Delgarth prince a former prize winning stallion was found in the most appalling state abandoned and starved. read his story
<https://youtu.be/B9A-FFxqOo7si-tqFmqQH-VeRoqR6->

Thanks to the amazing team at
Welsh Pony Rescue & Rehoming Charitable Trust
Reg No 1171060
Prince is safe and well and loved again.
Our 2026 show will again celebrate the work of the charity and Prince with a special class open to all competitors ridden or inhand exhibitors.
All entry fees from this class will be donated to the charity to help Prince with his ongoing care and all the other needy ponies.

prizes

- WINNERS RUG
- LUXURY ROSETTE

The Delgarth Prince Charity Open Class

Prince Today
As he was found
In his prime



Class or Championship Sponsor Package

(open to showjumping or showing sections)

(Donate Prizes to value £175)

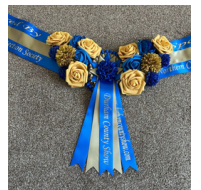
Put your company name out there on show day

To support our fellow businesses in these tough times, we understand not everyone can pay for sponsorship, but still want to support the show. That's why we've introduced the prizes in kind package.

Get in touch if you'd like to offer prizes or services in kind.

Included in your package

- A class or championship named after your company
- Tickets to the show x 2
- Web and social advertising
- P.A announcements on show day



Rug Sponsorship £50

- Donate your own company branded rug
- Present your rug
- 2 free Tickets to the show



*You can add extras to your package such as trophies-class sponsorship
choose from the package extras list*



Road/Ground Signs

Signs are a low cost effective tool for advertising your business in front of thousands of show-goers.

Road signs are sited on prominent routes leading to the show ground typically erected in the month leading up to show weekend

Ground signs are sited on the show field.

Prices are per sign.

You must supply high resolution logos/artwork



*You can add extras to your package such as trophies-class sponsorship
choose from the package extras list*



Catalogue/Schedule Advertising

Low cost high return advertising. Catalogues have a long shelf life and are often collected.

Catalogues are sold as hard copies and digital downloads on show day. Digital downloads will be able to view download and print until the end of July 2027

Schedules are available to download for viewing or printing FREE from our website.

Schedules are live from March.

Our schedules are downloaded and viewed by thousands of people.

**Full Page
£85**

**1/4 Page
£40**

**Half Page
£65**

*You can add extras to your package such as trophies-class sponsorship
choose from the package extras list*



Extras

You can add anything from the list of extras to your chosen package, build your own package according to budget. Our sponsors often choose Rd signage as these offer great exposure in the weeks leading up to show day. Signs are placed on prominent routes leading to the showground. Ground signs give maximum exposure on show day. Our schedules are downloaded by thousands of show goers and exhibitors we also produce hard copies. Advertising with us is a great low cost option. Rosettes and sashes can be branded with your company logo. A low cost option that will make your day at the show extra special. Why not present your ribbons for a photo opportunity and a lasting memory of your day at the show. Wristbands put your company name onto the wrists of thousands of show goers. This option is available to only one company and is awarded to the first person to book the option. Gate admission tickets can be customised with your company logo. Show goers purchase tickets online and print their tickets or store them on their smartphones. Thousands of tickets will be sold making gate ticket sponsorship a great value for money option.

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| • Arena Banner | £90 |
| • Rd Sign | £35 |
| • Ground Sign | £35 |
| • Catalogue - Schedule Advertising 1/4 page | £40 |
| • Catalogue - Schedule Advertising 1/2 page | £65 |
| • Catalogue - Schedule Advertising full page | £85 |
| • Deluxe Rosette your company branded | £35 |
| • Deluxe sash your company branded | £45 |
| • Winners Rug - branded with your logo | £50 |
| • Trophy engraved with your company name from | £100 |
| • Gate Ticket advertising from | £150 |





Durham County Show Sponsorship Application 2027

All applications for sponsorship are made by completing this form. Return your form by email to durhamcountyshow@outlook.com. Payment for your package can be made securely on our website on the sponsors page by clicking add to basket on your chosen package. A receipt for your payment will follow checkout.

www.durhamcountyshow.com

We can also provide an invoice for BACS payments. For invoices please contact the office - **durhamcountyshow@outlook.com**

Applications for principal partner are strictly limited and give exclusive representation to that partners given trade.

We advise all sponsors make early applications to avoid disappointment. Our packages are always in high demand given their value for money options and our returning sponsors.

Name of business.....

Nature of trade.....

Premises address.....

Telephone.....

Email.....

Website.....

Social Links.....

Package requested.....

Extras.....

Total of package £.....online order no.....(follows checkout)

Signed.....

packages are none refundable under any circumstances or cancellation of event. Payment of any package is your agreement of this term

Position in company.....