



DURHAM COUNTY SHOW

Saturday 6th July
&
Sunday 7th July 2024

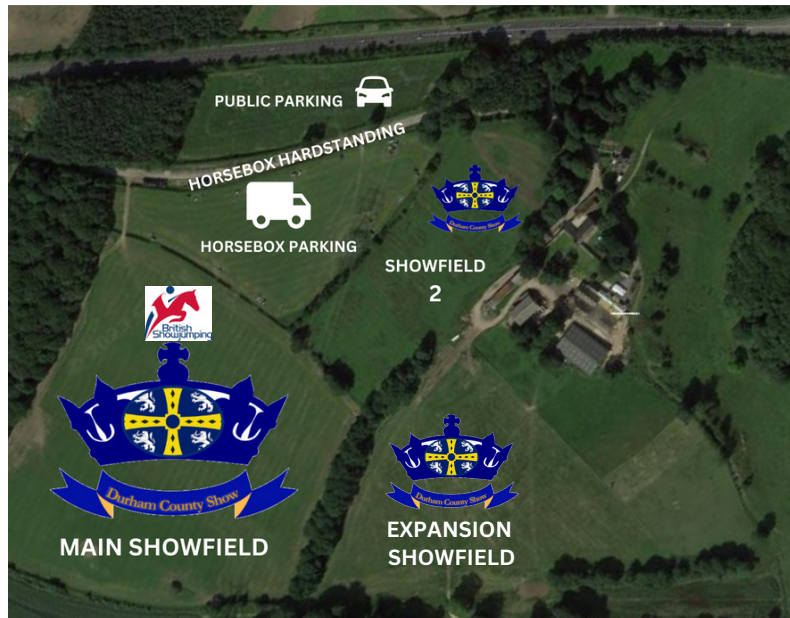
www.durhamcountyshow.com



Sponsorship Packages



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 3LH



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



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**
- **Web and social advertising - header/footer feature**
- **Arena Banners with your company logo**
- **Road signage 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



Showjumping Arena Principal Partner Package £1,000

Put your company at the heart of the show as Showjumping main arena sponsors on showjumping weekend

Included in your package

- **Main Showjumping arena named after your company**
- **Named sponsor in all showjumping schedules**
- **Arena named after your company in the British Showjumping schedule**
- **Main arena banners**
- **Premium Trade Stand Site (complimentary)**
- **Branded rosettes and sashes with your company logo/name**
- **Tickets to the show x 10**
- **Priority show day parking**
- **Hospitality on show day**
- **Web and social advertising**
- **Schedule/catalogue advertisement - Full page/colour**
- **P.A announcements on show day**





Main Arena Principal Partner Package £1,000

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

Included in your package

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

Main arena shows





Showjumping Class Sponsor Package £175.00

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
- Tickets to the show x 4
- Priority show day parking
- Web and social advertising
- 1/4 page Schedule 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 £175.00

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
- Tickets to the show x 4
- Priority show day parking
- Web and social advertising
- 1/4 page schedule advertisement
- P.A announcements on show day

2024 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 is 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.

DELGARTH PRINCE OPEN
Open to all breeds inhand and ridden

Delgarth prince a former prize winning stallion was found in the most appalling state abandoned and starved.
read his story
<https://youtu.be/B9A-FFxqOo?si=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 2024 show will 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

- TROPHY
- LUXURY ROSETTES/SASH
- PRIZE MONEY
- COMMEMORATIVE RUG

The Delgarth Prince Charity Open Class
Saturday 6th July 2024 - Judge Mr Lewis Coils
This class will be the last of the day giving everyone a chance to enter

Prince Today

2 years later

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**
- **Priority show day parking**
- **Web and social advertising**
- **P.A announcements on show day**

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 2024

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 | £20 |
| • Ground Sign | £25 |
| • 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 | £65 |
| • Trophy engraved with your company name from | £100 |
| • Gate Ticket advertising | £150 |
| • Wristband advertising | £150 |



Dog Show Sponsorship £300

Strut ya Mutt Dog Show featuring Mutt's Got Talent



All profits from our dog show go to Hero Paws Life After
Service www.heropaws.org.uk



- Branded dog show arena - 2 arena banners with your company branding
- Present the winners with rosettes and sashes displaying your branding/Logo
- Present the Minnie Mouse Memorial Trophy to best in show
- Tickets to the show x 4
- Priority show day parking
- Web and social advertising
- Full page dog show schedule advertisement
- 1/4 page catalogue/Programme advertisement
- P.A announcements on show day



Durham County Show Sponsorship Application 2024

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.....

Position in company.....