



Sponsorship Pack





Given the tremendous success of The Royal Cheshire County Show and the large audience that it attracts from within the County and beyond, the Show is seen to be an attractive sponsorship opportunity which can deliver high-quality PR benefits and demonstrate the sponsor's commitment to Corporate Social Responsibility.

Sponsorship is also a great way to highlight and enhance your brand to the thousands of visitors attending this prestigious event. This can be done through banner placement and appropriate PA system announcements.

Packages range from sponsoring complete sections of the Show e.g. Food Village, Main Ring, and Game Fair etc, to Class sponsorship within the many sections of the Show.

We are happy to tailor packages to your specific needs and budget.

I do hope you will find the enclosed of interest as a guide to how you can become involved with The Royal Cheshire County Show.

Chris Thyer

Business Development Manager,
Cheshire Agricultural Society CIO

"We enjoyed every minute of the 2022 Show and it was fantastic to be back. Mangoletsi have displayed our beautiful new car ranges at the shows for many years and this was one of the best!

The weather was fabulous and we welcomed many, many visitors to the Mangoletsi Village over the course of the two days. We were also very proud to announce our long term sponsorship of the Mangoletsi Main Ring and we are very much looking forward to the 2023 Show"

Jenny Bell

Operations Director, Mangoletsi

Testimonials

"Roberts Bakery has enjoyed being the Principal Partner of the Food Halls and Food Live Theatre at The Royal Cheshire County Show for many years.

As a family-owned, Cheshire-based company, we are proud to be associated with the prestigious event which has its roots firmly in agriculture and food production and look forward to continuing our sponsorship for the foreseeable future."

Mike Roberts

Roberts Bakery

Principal Partners

From £5,000

Key benefits of becoming a Principal Partner of The Royal Cheshire County Show:



Complimentary exhibition stand space.*



10 Principal Partner badges for use at the Show.



A complimentary table at the sponsors reception.



Fully orchestrated media launch to announce your company's support of the Show.



Presentation of bespoke designed Principal Partners certificate.



High-profile branding opportunities throughout the showground to include banners and on site signage.



Your company branding displayed prominently on promotional materials for the show.



Full page dedicated to your company on the Show website including branding, company description and photography as supplied.



Full page advertisement in the Show Programme. The prestigious programme is produced by Cheshire Life and will be available at the Show and inside the June edition of Cheshire Life.



Promotion of your brand via the Show social media channels.



If you would like to become a Principal Partner of the Show please contact Chris Thyer

T: 01565 650200

E: cthyer@royalcheshireshow.org

*To a size to be agreed with
The Cheshire Agricultural Society CIO



Gold Sponsorship

From £1,000

Key benefits of becoming a Gold Sponsor of The Royal Cheshire County Show:

8

8 Gold Sponsor badges for use at the Show.



4 complimentary tickets to the sponsors reception.



Gold Sponsorship acknowledged within the Show programme, Members' Newsletter, and on the Members' Enclosure sponsor boards.



Opportunity to have your own press release about your sponsorship of the Show disseminated from within the Show press release template to our valued media contacts.



All printed references related to your sponsorship of the Show would be branded with your company logo.



Company branding and description on the Show website.



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Silver Sponsorship

From £500

Key benefits of becoming a Silver Sponsor of The Royal Cheshire County Show:

6

6 Silver Sponsor badges for use at the Show.



2 complimentary tickets to the sponsors reception.



Silver Sponsorship acknowledged within the Show programme, Members' Newsletter, and on the Members' Enclosure sponsor boards.



Company branding on the Show website.



Complimentary press release to be written by our PR team and sent to local media.



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Bronze Sponsorship

From £250

Key benefits of becoming a Bronze Sponsor of The Royal Cheshire County Show:



4

4 Bronze Sponsor badges for use at the Show.



Invitation to purchase 2 Passes to the sponsors reception.



Presence on the Show website.



Sponsorship acknowledged within the Show programme, competition schedules as appropriate, Members' Newsletter, and on the Members' Enclosure sponsor boards.

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E: cthyer@royalcheshireshow.org

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Standard Sponsorship

Up to £250

Key benefits of becoming a Sponsor of The Royal Cheshire County Show:

2

2 Standard Sponsor badges for use at the Show.



Invitation to purchase 2 Passes to the sponsors reception.



Presence on the Show website.



Sponsorship acknowledged within the Show programme, competition schedules as appropriate, Members' Newsletter, and on the Members' Enclosure sponsor boards.

If you would like to become a Principal Partner of the Show please contact Chris Thyer

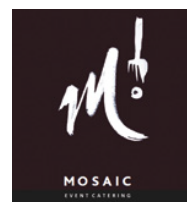
T: 01565 650200

E: cthyer@royalcheshireshow.org

*To a size to be agreed with
The Cheshire Agricultural Society CIO



With thanks to our current Principal Partners





Chris Thyer

Business Development Manager,
Cheshire Agricultural Society CIO

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