

# CAITHNESS SHOW SPONSORSHIP OPPORTUNITIES 2024



## Single Class Sponsor £50

- 2 admission tickets
- Listing on sponsors page of website
- Inclusion in show catalogue sponsor list

## Section Sponsor £100

- 2 admission tickets
- Listing on sponsors page of website
- Inclusion in show catalogue sponsor list
- 1 banner (may not be Main Ring)
- Announced over PA system

## Bronze Sponsor £150

- 2 admission tickets
- Full colour **quarter page** advert in show catalogue
- Listing on sponsors page of website
- Inclusion in show catalogue sponsor list
- 1 banner (may not be Main Ring)
- Announced over PA system

## Silver Sponsor £200

- 2 admission tickets
- Full colour **half page** advert in show catalogue
- Listing on sponsors page of website with a link to your own website
- Inclusion in show catalogue sponsor list
- 2 banners (one Main Ring)
- Announced over PA system

## Industrial Section Sponsor £300 (1 Available)

- 2 admission tickets
- 2 lunch tickets
- Full colour **full page** advert in show catalogue
- Listing on sponsors page of website with a link to your own website
- Inclusion in show catalogue sponsor list
- 2 banners (one in Industrial Tent and one Main Ring)
- Announced over PA system
- Social media post to promote your sponsorship

## Flower Show Sponsor £300 (1 Available)

- 2 admission tickets
- 2 lunch tickets
- Full colour **full page** advert in show catalogue
- Listing on sponsors page of website with a link to your own website
- Inclusion in show catalogue sponsor list
- 2 banners (one in Flower Show Tent and one Main Ring)
- Announced over PA system
- Social media post to promote your sponsorship

## Gold Sponsor £400

- 4 admission tickets
- 4 lunch tickets
- Full colour **full page** advert in show catalogue
- Listing on sponsors page of website with a link to your own website
- Inclusion in show catalogue sponsor list
- 3 banners (at least one Main Ring)
- Announced over PA system
- Social media post to promote your sponsorship

### **Banner Rules** - Max. height of banners is 0.75m

Banners should be given to a member of the trade stand team (by Thursday 18th July) who will fix them securely to the barriers surrounding the Main Ring and/or other agreed areas.

Exhibitors should take down their own banners at the end of Show Day. Please ask if you require help with this. Sponsors of Main Ring events and Platinum/Main Sponsors will have priority as to the site of their advertisements. All other advertisements will be sited at the direction of the Show field Convener whose decision in this matter will be final.

**Please do not put-up banners yourself.**



## CAITHNESS SHOW SPONSORSHIP OPPORTUNITIES 2024

### Main Ring Attraction Sponsor (2 available)

£1,000

- 6 admission tickets
- 6 lunch tickets
- Full colour **full page** advert in show catalogue (inside front cover or inside back cover, preference given on first come first served basis)
- Listing on sponsors page of website with a link to your own website
- Inclusion in show catalogue sponsor list
- 4 banners (at least 2 Main Ring)
- Announced over PA system
- Social media post to promote your sponsorship
- Acknowledgement in pre-Show publicity where appropriate/possible

### Main Sponsor

£2,000 (1 available)

- 8 admission tickets
- 8 lunch tickets
- Logo included on front cover of Show Catalogue
- Full Colour back page advert on Show Catalogue
- Listing on sponsors page of website with a link to your own website
- Inclusion in show catalogue sponsor list
- 4 banners (at least 2 Main Ring)
- Announced over PA system
- Social media post to promote your sponsorship
- Prize Presentation where appropriate
- Acknowledgement in pre-Show publicity where appropriate/possible
- Inclusion of business name on Overall Cattle, Overall Sheep and Overall Horse Champion and Reserve Rosettes and Champion of Champion and Champion of Champions Reserve Rosettes

***Special Prize and bespoke sponsorship packages can also be arranged, contact the Secretary to discuss these options.***

### Extras

- Additional admission tickets available at discounted rate of £8.00 each

### Advertising

All adverts in the Show Catalogue are full colour, catalogue is A5 sized.

- Full-page colour advert - £90
- Half-page colour advert - £60
- Quarter-page colour advert - £40

*Adverts to sized and supplied as follows:*

Full Page = 123mm wide x 185mm high

Half Page = 123mm wide x 90mm high

Quarter Page = 59mm wide x 90mm high

Double Page Spread = 275mm wide x 185mm high

See below for a pictorial view of advert sizes and example catalogue placement. *NB* The three lines down the centre indicate the area that disappears into the fold of the catalogue.

*Finished adverts should be sent as a PDF, EPS or high-resolution JPG. All artwork in CMYK and 300dpi with fonts converted to curves.*

Adverts to be sent to the show secretary ([enquiries@caithnessshow.co.uk](mailto:enquiries@caithnessshow.co.uk)) by **Friday 31<sup>st</sup> May 2024**.

### Contact

Contact the Secretary for more information and to discuss sponsorship opportunities:

Nicola Macleod

[enquiries@caithnessshow.co.uk](mailto:enquiries@caithnessshow.co.uk)

07752 795550



**Full Page**  
123mm x 185mm



**Quarter Page**  
59mm x 90mm



**Half Page**  
123mm x 90mm

**Double Page Spread**  
**275mm x 185mm**