

 **Newark & Notts**
Agricultural Society



SPONSORSHIP AND ADVERTISING OPPORTUNITIES 2024

20 & 21 November 2024, Newark Showground

DRIVING EFFICIENCY WITHIN YOUR BUSINESS

CELEBRATING 10 YEARS OF THE SHOW!

What We Offer...

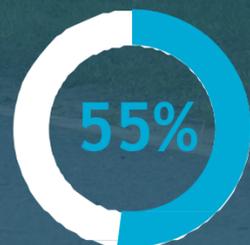


We have a range of sponsorship and advertising options listed in this brochure that will help you drive brand exposure and provide an enhanced opportunity to reach show visitors prior, during and long after the event.

Not only that, but you will be supporting the Newark & Nottinghamshire Agricultural Society which is a Registered Charity with the primary objective to promote, celebrate and champion agriculture across the Midlands region.



Our 2023 Visitors:



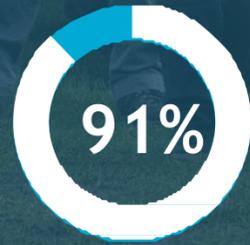
Are decision makers



Met new suppliers



Will/have made an order



Met current suppliers

Public Entrance & E-Ticket



Be the first company every visitor and exhibitor sees on show days by sponsoring both public entrances.

- Product placement and banners at both public entrances (sponsor to provide)
- Company logo/advert on visitor E-tickets
- One digital banner on visitor E-ticket registration page Company logo featured in the show guide layout
- Full page advert in show guide
- Company logo and URL on website homepage
- Corporate membership to the Newark & Nottinghamshire Agricultural Society for 6 people.

£3200.00 +VAT

Book early to take full advantage of this package.



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| Chandlers (FV) Ltd www.chandlersfv.co.uk | | | | Chandlers (MF) Ltd www.chandlersmf.co.uk | | | |
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Show Bags



Sponsoring our Show Bags offers your company unprecedented coverage across the entire event with each visitor being offered a bag upon entry. As part of your Show Bag sponsorship, you will be entitled to include a small gift or promotional item in each bag, offering a further opportunity to interact with potential customers.

- ½ page advert in the show guide
- Company logo and URL on the website homepage
- Company logo featured in the show guide
- Branded show bags with the show logo on – to be supplied by sponsor.
- Corporate membership to the Newark & Nottinghamshire Agricultural Society for 6 people.

£2,500 +VAT

Leaflet / Product insert In Show Bag

Insert one piece of literature into the visitor show bag £400 +VAT



Prime Area Sponsorship

Choose from the Demonstration Arena, George Stephenson Exhibition Hall, Lady Eastwood Centre, 4 x 4 Off-road Course, Transport & Health hub.

- Exclusive sponsor of a Prime Area
- Product placement and banners (sponsor to provide)
- Company logo featured on the show guide layouts
- One digital banner on the website / visitor newsletter
- half page advert in show guide
- Company logo and URL on website homepage

£1800.00 +VAT

** Package can be tailored to meet sponsors requirements at the time of enquiry*

Company banner placement on the Demonstration Arena

Display 1 banner for £150.00 + vat



Show Advertising



Advertising further at the show offers an opportunity to reinforce your visibility to the show audience. Same prices. Company logo and URL on website sponsor page.

Show Guide Advert

- ½ page advert £450 + vat
 - Full page advert £650.00 + vat
- Smaller sizes available on request*

You are Here Boards

One board by visitor entrance £300.00 + vat
All 6 boards including a ½ page show guide advert £1500.00 + vat

Visitor Newsletter Banner

Place your email banner in two of our November emails to visitors. £300.00 + vat

Limited availability, book early to avoid disappointment.

| Driving Experience | |
|----------------------------------|---|
| Location | Wednesday 8 th & Thursday 9 th |
| Outside Cedric Ford Pavilion | HGV Driving Experience Diamond Driver Training will be giving visitors the opportunity to "have a go" driving around a set course. |
| Outside the Lady Eastwood Centre | Woldmarsh 4x4 Driving Experience Opportunity to ride the 4x4 course in a Ford Ranger Wildtrak, driven by a professional Ford Driver. |
| Outside John Crockers Hall | Sandcliffe Ltd INEOS Driving Experience, supported by Chandlers Opportunity to test drive INEOS Grenadier around the MMS 4x4 course by a member of the team or be driven by a professional driver in order to get a taste of what these off-road vehicles are capable of. <ul style="list-style-type: none">• Pre-booking. Visitors can check availability on the day• Must have a valid driving license on their person.• Over 21s only. |

CATLEY ENGINEERING LTD

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SALES, SERVICE & REPAIRS OF ALL MAKES OF AGRICULTURAL MACHINERY.

Newark & Notts Agricultural Society

Call: 01636 705796
Email: show@newarkshowground.com

For more information scan here:

Become a Member today and enjoy a host of benefits

Whether you're an industry professional, a rural family or a young farmer eager to sow the seeds of your future, we welcome you to embrace the future of farming together with us.

Join us and become a member for 2024.
nottinghamshirecountyshow.com/membership

Proud organisers of:

- Nottinghamshire County Show
- The Midlands Show
- Midlands Machinery Show

- Free, VIP admission to our three showcase events
- PLUS enjoy the private members area at our shows
- Education & grant support for the young rural community
- Keep up to date with the latest guidance
- Attend Agri social events with like-minded people

Midlands Agricultural Engineering Apprenticeship Awards

Launched in 2017, these Awards have supported young agricultural engineering apprentices from a range of different backgrounds and with a diverse mix of skills. The awards continue to be organised and funded by Newark and Nottinghamshire Agricultural Society (NNAS) and aim to support young people as they develop the skills they need to embark on successful agricultural careers.

- Your logo will appear alongside the NNAS Apprenticeship award 2024 logo
- All press releases and marketing material relating to the Award will include "in association with your company name" before, during & after the event.
- An opportunity for you to present the Awards at the Show
- A targeted social media campaign to promote your support
- ½ page advert in the Show guide and logo on the layout
- One exclusive e-shot to the show database on your behalf
- Banner placement in Awards zone (sponsor to provide banner)

£4,000 plus VAT.

The Society would welcome multiple sponsors or contributions to support the Apprenticeship Awards. Please get in touch if you are interested.



Other Opportunities



Product Placement - Price on application
Various locations available including visitor car parks, demo arena and more.

Banner Placement - £150.00 + vat
Display a company banner in various locations including visitor carpark, demo arena and more.

Press Office - £800.00 + vat
Sponsor the press office where photographers and journalists work on content on behalf of the show.

Corporate Society Membership £275.00 + vat
Up to 6 guests entry to all three of the society shows plus exclusive networking opportunities and influence on the society's future.

Work in kind / Donations
As a society organising the show, we rely on extra support from individuals willing to offer work in kind or donate supplies. This can be anything from providing UTVS for the show team to use to stewarding during set up and breakdown.



Get In Touch:

If you are interested in any of these opportunities and to discuss these options further, or if you are interested in a tailor-made package, contact:

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Trade Stands & Sponsorship Sales Officer

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Tel: 01636 705796

www.midlandsmachineryshow.com



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