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HERTFORDSHIRE

COUNTY SHOW

29th & 30th May 2027

# PARTNERSHIP OPPORTUNITIES



Welcome to the

# Hertfordshire County Show

Dates: **Sat 29th & Sun 30th May 2027**

Location: Hertfordshire Showground, Dunstable Road, Redbourn, Herts AL3 7PT

## About the Show

The Hertfordshire County Show is the county's premier outdoor event, celebrating the rich agricultural heritage and vibrant community spirit of Hertfordshire. Organised by the Hertfordshire Agricultural Society, a registered charity*, the show aims to educate and engage the public in farming, agriculture, and related crafts and trades.

*Charity Number 291037





## Why Partner with the Show?

### Sponsorship offers a unique opportunity to:

- **Build Local Relationships:** Join Hertfordshire's thriving rural, business and community network. Partnering with the Hertfordshire Agricultural Society connects you with farmers, landowners and local businesses all year round — not just on County Show days.
- **Enhance Brand Visibility:** Reach a diverse and engaged audience, increasing brand recognition.
- **Engage Directly with Consumers:** Interact face-to-face with potential customers, fostering authentic connections.
- **Support Community Initiatives:** Contribute to the preservation and promotion of Hertfordshire's agricultural heritage.

## KEY HIGHLIGHTS:

**ATTENDANCE:**
OVER
**35,000**
VISITORS ANNUALLY

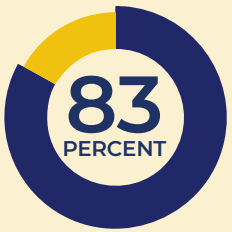


**EXHIBITORS:**
**450+**
TRADE STANDS SHOWCASING RURAL, EQUESTRIAN, AND LIFESTYLE PRODUCTS. INCLUDING THE NEW DOG ZONE



**SOCIAL MEDIA REACH:**
ENGAGEMENT WITH
**20,000+**
FOLLOWERS ACROSS PLATFORMS

**DEMOGRAPHICS:**




ABC1 PROFILE, INDICATING A HIGH-SPENDING, ENGAGED AUDIENCE

# Reach our Community

**There are many ways to put your brand at the heart of our highly engaged and affluent audience.** The opportunities shown here provide a starting point, but we know that every business has different ambitions. We would love to work with you to create a tailored partnership that reflects your objectives, whether that's building brand awareness, reaching new customers, engaging the rural and business community, showcasing your products or creating memorable experiences at the Show.




## PLATINUM

Investment: £5,450 + VAT

**BENEFITS:**

- A Corporate Annual Hertfordshire Agricultural Society Membership
- 12 × Two-Day Sponsor Badges to the Show
- 6 × VIP Car Parking Passes
- 8 × Tickets to our Farmers Debate
- 6 × Invitations to our Presidents Reception
- 1 × 9m × 9m Standard Trade Space (Larger Space Available by Negotiation)
- 1 × Main Gate Banner and 2 × Jubilee Ring Banners
- Sponsorship of a Zone (to be agreed)
- Logo Featured on Show Map
- Article Advertising Your Business in Show Guide, Social Media, and Website
- Opportunity to Present Prizes (with Official Show Photographer)



## GOLD

Investment: £2,950 + VAT

**BENEFITS:**

- A Corporate Annual Hertfordshire Agricultural Society Membership
- 4 × Two-Day Sponsor Badges to the Show
- 4 × Two-Day Guest Badges to the Show
- 4 × VIP Car Parking Passes
- 6 × Tickets to our Farmers Debate
- 4 × Invitations to our President's Reception
- Section Sponsorship (Livestock or Equine – to be agreed with Sponsor)
- 2 × Ring Banners, including one in the Jubilee Ring
- Featured Logo on Our Website
- Full-Page Colour Advert in the Show Guide
- 1 × Social Media Post
- Opportunity to Present Prizes (with Official Show Photographer)



## SILVER

Investment: £1,250 + VAT

**BENEFITS:**

- An Annual Vice Presidents Society Membership
- 2 × Two-Day Sponsor Badges to the Show
- 2 × Two-Day Guest Badges to the Show
- 2 × VIP Car Parking Passes
- 2 × Tickets to our Farmers Debate
- 2 × Invitations to our President's Reception
- 1 × Ring Banner in the Jubilee Ring
- Featured Logo on Our Website
- Acknowledgement in the Show Guide
- 2 × Printed Show Guides



## BRONZE

Investment: £650 + VAT

**BENEFITS:**

- An Annual Hertfordshire Agricultural Society Membership
- 2 × Two-Day Sponsor Badges to the Show
- 1 × VIP Car Parking Pass
- 2 × Tickets to our Farmers Debate
- 1 × Ring Banner in the Equine or Livestock Section
- Featured Logo on our website
- Acknowledgement in the Show Guide
- 1 × Printed Show Guide



## SECTION SPONSORSHIP
Investment: £250 + VAT

**BENEFITS:**

- Weekend Sponsor Badges and Entry Tickets for 2 people
- 1 × VIP Car Parking Pass
- Your Name in the Schedule and Catalogue
- Acknowledgement in the Show Guide
- 1 × Banner in a Livestock or Equine Ring of Your Choice
- Opportunity to Present Rosettes (with Official Show Photographer)

**Note:** All packages are customisable to align with your marketing objectives.





## CHAMPIONSHIP SPONSORSHIP
Investment: £125 + VAT

**BENEFITS:**

- Weekend Sponsor Badges and Entry Tickets for 2 people
- 1 × VIP Car Parking Pass
- Your Name in the Schedule and Catalogue
- Acknowledgement in the Show Guide
- Opportunity to Present Rosettes (with official show photographer)

## CLASS SPONSORSHIP
Investment: £50 + VAT

**BENEFITS:**

- Sponsorship of Equine or Livestock Classes
- Your Name in the Schedule and Catalogue
- Acknowledgement in the Show Guide
- Opportunity to Present Rosettes (with official show photographer)

## ADDITIONAL OPPORTUNITIES

**RING SPONSORSHIP:**
Your name/product will be on the Ring Sign and in all Schedules, Timetables and Results.

**ZONE SPONSORSHIP:**
Put your name to the shopping area and sponsor a specific Zone.

**TRADE STANDS:**
Showcase your products or services to a large audience by applying for a trade stand.

**ADVERTISING:**
Various advertising options are available in the show guide and on-site.

**As a Hertfordshire County Show sponsor, selected packages include annual membership of the Hertfordshire Agricultural Society, providing an ongoing connection with the Society beyond Show weekend and opportunities to engage with our wider charitable, agricultural and educational work.**





## SCHOOLS & CAREERS DAY PARTNERSHIP
Investment: £250 + VAT

**BENEFITS:**

- 1 X Ring Banner
- 1 x Support Children's Activity
- 1 X Team Volunteering Position
- 1 X Logo on Website – thanking for support
- 1 X VIP invitation to Luncheon

*Thank you...*

Your sponsorship supports much more than the Hertfordshire County Show. It helps the Hertfordshire Agricultural Society continue its work throughout the year, supporting agricultural education, bringing people closer to farming and creating opportunities for our rural and wider community.




## FOR MORE INFORMATION OR TO DISCUSS SPONSORSHIP OPPORTUNITIES:

**E:** office@hertsshow.com | partnerships@hertsshow.com

**T:** 01582 792626

The Showground, Dunstable Road, Redbourn, Hertfordshire, AL3 7PT

Registered Charity No: 291037 | VAT No: 875765270 | Company No: 1872574

The Hertfordshire County Show is held to raise funds for the Hertfordshire Agricultural Society, a registered charity, which promotes and showcases local farming, agriculture, and related skills, crafts, trades, and professions.