



Cumberland Show: Saturday 7th June 2025

The Show Field, Warwick on Eden, Carlisle CA4 8PE

Sponsorship Opportunities

We have several sponsorship opportunities available, ranging from just £10 to £10,000 and we can design affordable bespoke packages for individual organisations, ensuring every opportunity delivers targeted marketing requirements. Please talk to the show/society about opportunities available and that we can tailor made to suit your business for more information email: secretary@cumberlandshow.co.uk

Principal Sponsor

- Prime branding positioning at entrances.
- Logo branding in publicity material, website (with links), publications.
- Association with Main Ring key attraction, sections or features at the Show.
- Company representative to present prizes at presentations offering photo opportunity.
- Advertisement in both the Digital Schedule and Show Day Programme (colour full A5 page).
- Banners displayed on Showfield and car parks (to be supplied by sponsor).
- Company name and information announcements throughout the day over PA system.
- Up to three exhibition/trade stands with large prime sites.
- Opportunity for places in the corporate hospitality centre.
- Complimentary entrance tickets with Member privileges.

From £10,000

Key Sponsor

Sponsorship of particular section or feature at the Show.

- Branding opportunities at that section or feature (to be supplied by sponsor).
- Branding in publications associated with chosen feature.
- Digital Schedule Advertisement (colour full A5 page).
- Banner spaces at the Show (banners to be supplied by sponsor).
- Company name and information announcements throughout the day over PA system.
- Opportunity for exhibition/trade stand space.
- Opportunity for places in the corporate hospitality centre.
- Further complimentary tickets.

£3,000 to £5,000

Branding Sponsor

- Logo branding in publicity material, website (with links), publications.
- Complimentary entrance tickets with Member privileges.
- Company name and information announcements throughout the day over PA system.

From £1,000

Support Sponsor

- Sponsorship associated with classes or section.
- Digital Schedule Advertisement (B&W full A5 page).
- Banner space at the Show (to be supplied by sponsor).
- Complimentary entrance tickets with Member privileges.

From £500

Hospitality

- Entertain guests in the corporate hospitality centre at the Show.
- Includes entry to the Show with Member status, drinks reception with canapés, as well as complimentary tea & coffee, and a bar service which are available all day for guests.
- Company name in online schedule and show day programme.

From £500

Social Sponsor

- Complimentary ticket including Member/VIP Privileges
- Company name in online schedule and show day programme.

£200

Class Sponsor

- Complimentary ticket per £60.
- Name in Schedule and Show Day Programme.

£60 to £450

VAT added to all prices.

LIVESTOCK CLASS SPONSOR - £60 +VAT PER CLASS

• *Company Name against Class in Schedule and Programme (with a hyperlink to website or Face Book page).* • *Complimentary entrance ticket per class sponsored.*

LIVESTOCK SECTION CHAMPIONSHIP SPONSOR – £50 +VAT PER CHAMPIONSHIP

• *Company Name in Schedule and Show Day Programme (with a hyperlink to website or Face Book page).* • *Company Name will also be part of the commentary teams announcements during the Section Championship.*

LIVESTOCK CLASS PRIZE MONEY DONATION

• *Donation towards prize money in the Livestock Section.* • *Name will appear in the Donation Section of the Programme.*

EQUINE CLASS SPONSOR - £30 +VAT PER CLASS

• *Company Name against Class in Schedule and Programme (with a hyperlink to website or Face Book page).* • *Complimentary sponsor badge.*

If 2+ classes sponsored you will receive a free entrance ticket.

EQUINE SECTION CHAMPIONSHIP SASHES SPONSOR - £50 +VAT PER SASH

• *Company Name in Schedule and Show Day Programme (with a hyperlink to website or Face Book page), on the Champion & Reserve Sashes.* • *Company Name will also be part of the commentary teams announcements during the Section Championship.*

EQUINE SUPREME CHAMPIONSHIP SPONSOR - £100 +VAT PER CHAMPIONSHIP

• *Company Name in Schedule and Show Day Programme with a hyperlink to website or Facebook page.*
• *Company Name on the Champion & Reserve Sashes and Rosettes.* • *Company Name will also be part of the commentary teams announcements during the Championship, £50.00 to the Champion and £25.00 to the Reserve Champion.* • *2 free complimentary entrance tickets to the show for each Championship sponsored.*

EQUINE CLASS PRIZE MONEY DONATION

• *Donation towards prize money in the Equine Section.* • *Name will appear in the Donation Section of the Programme*

HOME INDUSTRIES CLASS SPONSOR

ADULT CLASSES - £15 +VAT PER CLASS

FLORAL CLASSES - £20 +VAT PER CLASS

JUNIOR CLASSES - £10 +VAT PER CLASS

Name against Class in Schedule & Programme (with a hyperlink to website or Face Book page) .

HOME INDUSTRIES CLASS PRIZE MONEY DONATION

Donation towards prize money in the Home Industries Section. • *Name will appear in the Donation Section of the Programme*

To book Sponsorship use the booking form on the following link
<https://www.cumberlandshow.co.uk/content/sponsorship-opportunities>

Sponsorship Applications Close: 01/05/24

Advertising Opportunities
Applications Close: 28th FEBRUARY 2025

To book Advertisements follow link

<https://www.cumberlandshow.co.uk/content/sponsorship-opportunities>

Digital Schedule Advert <ul style="list-style-type: none"> • Contains programme of events & class listings for Cattle, Sheep, Horses & Home Industries. • Schedule available from our website and emailed to over 1500 exhibitors. • Advert linked to your company website. 	B&W Full Page (121x179mm)	£100 +VAT
	B&W Half Page (121x90mm)	£50 +VAT
	Colour Full Page (121x179mm)	£150 +VAT
	Colour Half Page (121x90mm)	£75 +VAT
Banner Advertising <ul style="list-style-type: none"> • Around the Main Ring. To be delivered to the secretary at the Showground from Wednesday 5th June 	8ft X 3ft Banner	£100 +VAT Per banner

Your Contact Details:

Business Name: **Contact Name:**

Address:

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Postcode:

Tel No.

Mobile No.

Email:

Website:.....

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