

HADLEIGH SHOW 2025
SATURDAY 17TH MAY



SPONSORSHIP

OPPORTUNITIES

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ABOUT HADLEIGH SHOW



The Hadleigh Show is one of the oldest agricultural shows in the country now in its 186th year. It is located in beautiful parkland on the outskirts of the historic town of Hadleigh, near Ipswich. Taking place on the 3rd Saturday in May each year, the Show attracts around 14,000 visitors. The majority of these visitors are local and attend the show year after year.

We have a wide range of equine and livestock competitions which continue to grow in popularity as well as interesting and inspiring Show sections along with plenty of Main Ring entertainment. Combine that with over 200 tradestands selling a variety of products and services and we really do have something for everyone. We work hard to improve and develop the Show year on year to give our visitors new and exciting things to look forward to.

The Hadleigh Show is a fabulous showcase for Suffolk agriculture, the countryside and rural life in general. It's also a great opportunity for related companies to promote themselves to a wide, and largely local, audience. The continued success of the Show is only possible with the support of our volunteers and sponsors.

The 2024 show will be held on 18th May

Why Sponsor us?

Our sponsorship packages are designed to help promote your company, not just during the show, but all year round!

post show stats said...

75%

of visitors were returning visitors

73%

of visitors were from within 10 miles of the show

100%

of those surveyed would recommend the show to friends

94%

felt that the show was excellent or very good value for money

100%

planned on visiting again!

As a high profile, well attended event The Hadleigh Show offers the perfect opportunity to promote your company, engaging with customers both old and new. We offer flexible, affordable and effective sponsorship packages which can be adjusted to fulfil your needs.



These statistics from visitors surveyed at the Show help demonstrate how your sponsorship will give you an excellent return on your investment with targeted marketing opportunities...including happy faces too!

Benefits of sponsoring



- Sponsorship package to suit your requirements
- Complimentary tickets
- Recognition of your support on our website (25,000+ annual visitors) and our Show Programme (approx. 1000 copies sold)
- Invitation to Sponsors drinks reception / brunch (subject to support package)
- Banners positioned across the showground
- Opportunity for us to promote you on our Social Media channels and newsletters
- Opportunity to market special Members offers

Marketing & Publicity

The Hadleigh Show's impact goes well beyond the show days. We work tirelessly on our marketing strategy to look at new and innovative ways to increase our profile and exposure to ensure the Show is at the forefront of people's minds. We have excellent relations with local press and media organisations and our diverse PR campaign ranges from an extensive social media presence, e-newsletters, magazine and newspaper adverts to radio presence. We often feature our supporters and stand holders in editorial, e-newsletter articles and social media campaigns so you too could be a part of this.

Sponsorship packages



Many local and national companies already enjoy the benefits of sponsorship at the Hadleigh Show. With a huge variety of activities taking place, you will receive an unrivalled opportunity to support relevant industries and reach specific target markets. We appreciate it is important to be promoting your business, whilst keeping costs as low as possible. With this in mind, the team will assist in providing flexible, affordable and effective packages to suit the individual needs of our valued partners and opportunities at a variety of levels.

Details of the packages available in 2024 can be viewed [here](#), however we are more than happy to discuss your specific requirements to ensure we provide you with the best exposure to reach selective, targeted audiences and potential new customers.

Small Business package



STARTING FROM £50

choose your area to sponsor, from flower show classes to horticulture, an advert in the show guide, contribute to the prize fund or stewards welfare.

For a small business we can offer the chance to have your involvement in the show publicised, for your local business to raise their profile with our visitors, guests, exhibitors and competitors.

- Acknowledgement as a Sponsor in the Official Show Guide and Website
- social media posts relating to your area of sponsorship will acknowledge your involvement
- any literature referring to your area will have your logo attached

Bronze



STARTING FROM £250

Key benefits of becoming a Bronze Sponsor of the Hadleigh Show:

- 2 x Sponsors passes to the Show
- 1 x Priority Car Park Pass
- 1 x Banner in Presidents & 1 x Countryside Ring
- Acknowledgement as a Sponsor in the Official Show Guide and Website
- 1 x Catalogue Voucher
- 2 x Access to the Members Area

Silver



STARTING FROM £500

- 4 x Sponsors passes to the Show
 - 1 x Priority Car Park Pass
 - 2 x Banner in Presidents Ring and Countryside Ring
 - Invitation to Sponsors' Drinks Reception
 - Acknowledgement as a Sponsor in the Official Show Guide and Website
 - 1 x lunch ticket
 - 2 x Catalogue Vouchers
 - 4 x Access to the Members Area
-
- option to upgrade banners to Grand Ring @ £100 extra

Gold



STARTING FROM £1000

- 6 x Sponsors passes to the Show
- 2 x Priority Car Park Pass
- 4 x Banner in Grand Ring and Presidents Ring option to upgrade to flag if required
- Sponsorship of Show Zone / Feature (eg Entrance, Car Parking, Water station, Land train, etc)
- 6 x Lunch Tickets
- Invitation to Sponsors' Drinks Reception
- Acknowledgement as a Sponsor with Logo in the Official Show Guide and Website.
- PA Announcement recognising sponsor's contribution
- 1 x article advertising your company in our Members e-newsletter
- Opportunity to market special Members offers
- 3 x Catalogue Vouchers
- 6 x Access to the Members Area
- 2 x Invitations to the Art Show

Platinum



STARTING FROM £2000

- 8 x Sponsors passes to the Show
- 4 x Priority Car Park Pass
- 6 x Banner in Grand Ring and Presidents Ring
- Sponsorship of a major area of the event (Stewards Reception, Art Show, Members Wallets, etc)
- 8 x Lunch Tickets
- Invitation to Sponsors' Drinks Reception
- Acknowledgement as a Sponsor with Logo in the Official Show Guide and Website.
- PA Announcement recognising sponsor's contribution
- article advertising your company in our Members e-newsletter
- Opportunity to market special Members offers
- 5 x Catalogue Vouchers
- 8 x Access to the Members Area
- 4 x Invitations to the Art Show

Sponsorship areas



Sponsor Testimonials

Over 90% of our sponsors return year after year and their satisfaction is evidenced by their testimonials. We hope you too will join the generous team supporting this community event and if you are a repeating sponsor, we look forward to helping you meet your sponsorship objectives once again.

The Show is the flagship event for the town and is a perfect fit for our business , we will definitely be back in 2025 !

Chapman Stickels

It's always a pleasure to sponsor this local event. It's a fantastic event that draws in a big crowd and the visibility is great

Sackers

We highly value the sponsorship opportunities they are offered, as well as supporting an excellent agricultural show, sponsorship allows us to promote our business and get in front of a large range of potential clients and contacts. Hadleigh Show is top of our list when setting our annual marketing budget

Brooks Leney

Current Package types



- Banner/Flag sponsors
- Main display sponsors - ring displays
- Show area sponsors - eg art show, food hall, cookery theatre, education
- Marketing material sponsors - schedules, show boards, wristbands
- Prize fund donation - specific classes or areas
- Programme/catalogue advertising
- Bespoke packages to equate to your budget

Contact Us



To discuss options and potential areas if you are interested in sponsoring at Hadleigh Show please contact us by -

Email - secretary@hadleighshow.co.uk

Telephone - 07584 568055

Packages need to be in place by 1st March 2025 to allow adequate promotion and discussion time for both parties

**Saturday 17th May 2025
at Holbecks Park, Hadleigh**