

HADLEIGH SHOW 2026  
SATURDAY 16TH MAY



# SPONSORSHIP OPPORTUNITIES

Be seen. Be remembered. Be part of The Hadleigh Show

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# ABOUT HADLEIGH SHOW



## Be Part of a Suffolk Tradition

Now entering its remarkable 187th year, the Hadleigh Show stands as one of the oldest and most cherished agricultural shows in the country. Held annually on the third Saturday in May, the event takes place in the stunning parkland just outside the historic market town of Hadleigh, near Ipswich. In 2026, the Show returns on Saturday 16th May.

Welcoming around 14,000 visitors each year, the Hadleigh Show draws a loyal, largely local audience, many of whom return year after year to enjoy a rich blend of countryside tradition, entertainment, and family fun.

## A Showcase of Rural Life

The Show features an impressive range of livestock and equine competitions, attracting entrants and spectators from across the region. Alongside these, visitors can enjoy inspiring show sections, Main Ring attractions, and a bustling avenue of over 200 tradestands, offering everything from local produce to rural crafts and services.

Each year, we invest in developing and enhancing the Show to deliver fresh, exciting experiences—ensuring there's always something new for visitors to enjoy.

The continued success of the Hadleigh Show is made possible by the dedication of our volunteers and the generous support of our sponsors. We invite you to join us in making the 2026 Show unforgettable.

# 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!**

## Why Sponsor the Hadleigh Show?

As a sponsor, you'll be aligning your brand with a much-loved Suffolk institution that celebrates agriculture, rural life, and community spirit. It's a unique opportunity to connect with a large, engaged, and predominantly local audience in a positive and memorable setting.

The Hadleigh Show is one of the region's most celebrated occasions, drawing thousands of visitors each year. It provides the perfect platform to showcase your business, connect with the community, and engage with both loyal and new customers in a vibrant setting.

We Offer:-

- Unmatched Visibility – Place your brand in front of a large, diverse audience.
- Community Connection – Demonstrate your support for a long-standing, much-loved local tradition.
- Engagement Opportunities – Build lasting relationships with existing clients while reaching new ones.

## Flexible, Affordable, Effective

We understand that every business is unique. That's why we offer tailored sponsorship packages designed to suit your needs and budget—ensuring maximum impact and value for your investment.







# Benefits of sponsoring

## Sponsorship Packages – Tailored to You

We believe every partnership should deliver real value, which is why our sponsorship packages can be shaped to meet your business needs. As a sponsor, you could enjoy:

- Complimentary Show Tickets – Share the Hadleigh Show experience with clients, colleagues, or guests.
- Brand Recognition – Your support acknowledged on our website (25,000+ annual visitors) and in the official Show Programme (approx. 1,000 copies sold).
- Exclusive Hospitality – Invitation to our Sponsors' Drinks Reception or Brunch (depending on sponsorship level).
- On-Site Exposure – Your banners prominently displayed across the showground.
- Digital & Media Promotion – Opportunities to be featured on our social media channels and in our e-newsletters.
- Member Engagement – Ability to promote exclusive offers directly to our Show Members.

Packages are flexible, affordable, and designed to help your business shine.

## Marketing & Publicity

The Hadleigh Show's reach extends far beyond the showground. Our dedicated marketing strategy ensures the event remains highly visible and firmly in the public eye throughout the year.

We maintain strong partnerships with local press and media outlets, supported by a diverse and impactful PR campaign that includes:

- A vibrant and growing social media presence
- Regular e-newsletters to an engaged audience
- Editorial features and advertisements in regional magazines and newspapers
- Coverage on local radio

As a sponsor, your business could be featured across these channels, gaining valuable exposure through editorial pieces, e-newsletter highlights, and targeted social media campaigns.

By partnering with us, you'll not only connect with thousands on show day, you'll also benefit from year-round publicity and brand awareness

# Sponsorship packages



## Why Sponsor the Hadleigh Show?

Many local and national businesses already benefit from partnering with the Hadleigh Show. With such a wide variety of attractions and activities, sponsorship offers an unrivalled opportunity to connect with key industries and reach targeted audiences.

We understand the importance of promoting your business effectively while keeping costs manageable. That's why our team works closely with every sponsor to create flexible, affordable, and impactful packages—tailored to suit your specific goals and budget.

## Opportunities for 2026

Our sponsorship packages for 2026 are available at a range of levels, ensuring there's something to suit every business. Whether you're looking for high-profile exposure or a more targeted approach, we'll help you find the right fit.

We'd be delighted to discuss your requirements and design a package that gives your brand the best possible visibility and engagement with potential new customers.

# From £50 – A Big Opportunity for Small Businesses



## Sponsorship Opportunities from Just £50

Choose the area that matters most to you—whether it's supporting flower show classes, horticulture, an advert in the Show Guide, contributing to the prize fund, or even steward welfare.

For small businesses, this is a fantastic way to get involved, gain recognition, and raise your profile with our visitors, exhibitors, competitors, and guests.

As a sponsor, you will enjoy:

- Acknowledgement in the Official Show Guide and on our Website
- Social Media Recognition with posts highlighting your sponsorship area
- Brand Visibility with your logo featured on any literature relating to your sponsored area
- A simple, affordable way to connect with the community and showcase your business.



# Bronze



## Bronze Sponsorship – Starting from £250

As a Bronze Sponsor, you'll enjoy a valuable package of benefits designed to give your business visibility and recognition at the Hadleigh Show:

- 2 x Sponsor Passes – Complimentary entry to the Show
- 1 x Priority Car Park Pass – Convenient access on Show day
- Banner Placement – One banner in the Presidents' Ring or the Hadleigh Ring
- Official Recognition – Acknowledgement in the Show Guide and on our Website
- 1 x Catalogue Voucher – Complimentary copy of the official Show Catalogue
- 2 x Members' Area Passes – Access to the exclusive Members' Area

A cost-effective way to raise your profile and be part of one of Suffolk's happiest events.

# Silver



## Silver Sponsorship – Starting from £500

Take your involvement to the next level with our Silver Sponsorship package, offering greater visibility and exclusive hospitality benefits:

- 4 x Sponsor Passes – Complimentary entry to the Show
- 1 x Priority Car Park Pass – Easy and convenient access
- Banner Placement – Two banners in the Presidents' Ring and Countryside Ring (upgrade to the Grand Ring for an additional £100)
- Hospitality – Invitation to the Sponsors' Drinks Reception
- Official Recognition – Acknowledgement in the Show Guide and on our Website
- 2 x Lunch Tickets – Enjoy lunch on us
- 2 x Catalogue Vouchers – Complimentary copies of the official Show Catalogue
- 4 x Members' Area Passes – Access to the exclusive VP and Members' Area

The perfect balance of exposure, recognition, and hospitality.



# Gold



## Gold Sponsorship – Starting from £1,000

Our Gold Sponsorship package delivers premium visibility and exclusive benefits, positioning your business at the heart of the Hadleigh Show.

- 6 x Sponsor Passes – Complimentary entry to the Show
- 2 x Priority Car Park Passes – Convenient access on Show day
- Banner Placement – Four banners in the Grand Ring and Presidents' Ring
- Feature Sponsorship – Association with a key Show Zone or Feature e.g. Entrance, Car Parking, Water Station
- Hospitality – 6 x Lunch Tickets plus an invitation to the Sponsors' Drinks Reception
- Official Recognition – Your logo featured in the Official Show Guide and on the Website
- PA Announcement – Public acknowledgment of your sponsorship during the Show
- Marketing Opportunities –
  - One dedicated article about your company in our Members' e-newsletter
  - Chance to promote special offers directly to Members
- 3 x Catalogue Vouchers – Complimentary copies of the official Show Catalogue
- 6 x Members' Area Passes – Access to the exclusive VP & Members' Area
- 2 x Invitations to the Art Show – Extend your experience beyond Show day

The Gold package is the perfect way to achieve maximum exposure, premium benefits, and lasting recognition.

# Platinum



Platinum Sponsorship – Starting from £2,000

Our Platinum Sponsorship offers premium exposure, top-tier recognition, and unrivalled opportunities to connect with thousands of visitors, exhibitors, and members of the community.

- 8 x Sponsor Passes – Complimentary entry to the Show
- 4 x Priority Car Park Passes – Stress-free access for you and your guests
- Banner Placement – Six banners in the Grand Ring and Presidents' Ring
- Major Area Sponsorship – Association with a high-profile part of the Show
- Hospitality – 8 x Lunch Tickets plus an invitation to the Sponsors' Drinks Reception
- Official Recognition – Logo placement in the Official Show Guide and on the Website
- PA Announcement – Public acknowledgment of your sponsorship during the Show
- Marketing Opportunities –
  - One dedicated article about your company in our Members' e-newsletter
  - Opportunity to promote exclusive offers to Members
- 5 x Catalogue Vouchers – Complimentary copies of the official Show Catalogue
- 8 x Members' Area Passes – Access to the exclusive VP & Members' Area
- 4 x Invitations to the Art Show – Extend your sponsorship experience beyond the main event

The Platinum package is ideal for businesses seeking prestige, prominence, and lasting impact at one of Suffolk's most celebrated events.



# 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](mailto: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 16th May 2026  
at Holbecks Park, Hadleigh**