



Glendale Agricultural Society



SPONSORSHIP OPPORTUNITIES

Glendale Show

The Glendale Agricultural Society is a Charity and is run by volunteers, led by the Society President, with part-time members of staff based in the Glendale Agricultural Society Office at Wooler.

The Society will be staging its annual Glendale Show at Wooler on Bank Holiday Monday, 26th August 2024. The show has grown and developed into a major tourist attraction and is now the premier agricultural and community event in North Northumberland, attracting around 10,000 visitors annually. A broad range of trade stands is provided, offering something for everyone. There are outside pitches, and marquees offering shopping, countryside and food stalls. The livestock and horticultural and industrial sections showcase the very best of what the region has to offer and is always a point of interest for locals and visitors alike.

Development and Progression

The Society is incredibly proud of its other main activity which is the **Children's Countryside Day** which will be held on Thursday 6th June. Established in 2004, this year marks the 18th Children's Day, and we are proud that it continues to be recognised as one of the foremost rural educational events in the UK. This one-day interactive educational event reinforces the objectives of the Society, aiming to give children of all abilities aged between 5 and 11 years from Northumberland and Tyne and Wear first-hand experience of rural life.

The CCD celebrates our local heritage and culture; engages the local community and showcases the rural diversification of the Glendale area. Through knowledge sharing between exhibitors and children, we explain where food comes from and how it is produced with an emphasis on giving a wider understanding of the countryside, the environment and the people who work in the rural economy. Agriculture and rural industries are the essence of the Glendale community and of wider Northumberland.

With on average 1600 school children attending CCD each year, almost 29000 children have participated in the event to date. It is organised by a team of dedicated and enthusiastic volunteers from the community of Glendale for the benefit of the region, and is a highly anticipated event in the school calendar! The Children's Countryside Day offers children new experiences based around food, farming and the countryside, and with over 250 teaching staff and parent helpers attending the event they benefit from the experience too.

The Society also runs events for its expanding membership which currently stands at 300.

Support

To build upon the success of the show in the coming year, the Society is looking for financial support from businesses and individuals.

A range of sponsorship packages are available and can be tailored to meet the needs of all interested parties, ensuring maximum benefit for both the Show itself but also to sponsors in terms of increased marketing opportunities and above all, a sense of goodwill knowing that their company is contributing to the preservation and growth of the Society and its activities as an ambassador for the countryside.

For further information regarding sponsorship, please contact:

Gemma Douglas, Event Manager

Glendale Agricultural Society, 8 Market Place, Wooler, Northumberland, NE71 6LF

Tel: 01668 283868 | gemma@glendaleshow.com

Please note that all sponsorship packages will attract VAT.



	Class	Bronze	Silver	Gold	Principal Partner
Cost	£100	£250	£500	£1,500	£4000
Benefits to the Sponsor					
Admission Tickets with Members Access	1	2	4	8	16
Tables in Principal Sponsors area of the Members Marquee and Ringside Garden					2 tables 16 seats
Complimentary lunch tickets				8	16
Acknowledgement in Show Section Category in Show Catalogue	✓	✓	✓	✓	✓
Acknowledgement in Show Schedule			✓	✓	✓
Acknowledgement on our website	✓	✓	✓	✓	✓
Reciprocal link to your website from ours	✓	✓	✓	✓	✓
Ringside Banner sites		✓	✓	✓	✓
PA announcements			✓	✓	✓
Purchase additional tickets at preferential rates	✓	✓	✓	✓	✓
Business name attached to Livestock or Equine Class		✓	✓		
Paragraph of editorial on the sponsors page in the show catalogue				✓	✓
Social media promotion		✓	✓	✓	✓
Quarter page advertisement in our Show Catalogue		✓			
Half page colour advertisement in our Show Catalogue			✓		
Full page advertisement in our Show Schedule					✓
Full page colour advertisement in our Show Catalogue				✓	✓
Press coverage in advance of the Show where possible					✓
Named as Principal Sponsor of the Glendale Show					✓
Your logo on the front of Show Catalogue					✓
Your logo on the front of Show Schedule					✓
Your logo on the front of leaflets 80,000 print run					✓
Logo on 80,000 print run of leaflets					✓
Logo on posters					✓
Logo on website home page					✓

