



# United East Lothian Agricultural Society HADDINGTON SHOW - Saturday 29<sup>th</sup> June 2024

East Fortune, North Berwick, EH39 5LP

**PROMOTE YOUR BUSINESS BY TAKING AN ADVERT IN OUR PROGRAMME,  
PUT YOUR COMPANY BANNER UP RINGSIDE,  
OR SPONSOR A CLASS OR AREA**

## ADVERTISING & DONATION OPTIONS

### ADVERTISING

#### *Main Ring Banners*

*(Your business banner displayed at the edge of the Main ring)*

£135

#### *Horse Ring Banners*

*(Your business banner displayed at the edge the horse rings)*

£85

*It is the responsibility of sponsor to deliver their banner to the GSB offices before the show, and collect from the show field after the show or GSB Haddington office the week after the show.*

#### *Advertising in the Show Programme:*

|                 |                              |      |
|-----------------|------------------------------|------|
| Full Colour     | ½ page                       | £120 |
|                 | Full page                    | £185 |
|                 | Inside front cover full page | £270 |
|                 | Inside back cover full page  | £270 |
|                 | Outside back cover full page | £320 |
| Black and white | ½ page                       | £100 |
|                 | Full page                    | £150 |

### DONATION

|   |      |
|---|------|
| General donation to show overheads                            | £50+ |
| Name to be printed in list of sponsors in catalogue           |      |
| Entry tickets to show - number dependent on level of donation |      |

## SPONSORSHIP OPTIONS

Sponsor a class or a section:

#### *COUNTRYSIDE SECTION*

£375

Opportunity to sponsor Countryside Section

Display own banner at Countryside Tent, name in catalogue at Countryside section and in sponsors list

4 entry tickets to show

|   |           |
|---|-----------|
| <b>CHILDREN'S TENT</b>  | £250      |
| Opportunity to sponsor children's entertainment tent<br>Display own banner at Children's Tent, name in catalogue at Children's section editorial and in sponsors list<br>2 entry tickets to the show                                |           |
| <b>CHILDREN'S FANCY DRESS</b>   | £75       |
| Mention in the programme<br>Mention at time of judging and the opportunity to be there<br>1 Entry ticket to the show  |           |
| <b>PRODUCE &amp; CRAFT TENT</b>   | £425      |
| Opportunity to sponsor the popular Produce and Crafts tent<br>Display own banner at the P&C tent, name in catalogue at P&C section editorial and in sponsors list<br>4 entry tickets to the show                                    |           |
| <b>FOOD MARQUEE</b>   | £425      |
| Opportunity to sponsor the Food Marquee, where local food stalls are located and<br>cooking demonstrations take place.<br>Display own banner at the marquee, name in catalogue and in sponsors list.<br>4 entry tickets to the show |           |
| <b>FOOD ZONE</b>  | £190      |
| Opportunity to sponsor the area of the show dedicated to on site food sales<br>e.g. steak rolls, take-away tea/coffee etc.<br>Display own banner in the zone, name in catalogue and in sponsors list<br>2 entry tickets to show     |           |
| <b>BAR</b>  | £160      |
| Sponsorship of the bar area<br>Display own banner at the bar, name in catalogue and in sponsors list<br>2 entry tickets to show   |           |
| <b>VINTAGE TRACTORS</b>   | £300      |
| Opportunity to sponsor the Vintage Tractor area at the show<br>Name to be printed in catalogue next to relevant class<br>2 Banners around the Vintage Tractor Section<br>3 entry tickets to show                                    |           |
| <b>LIGHT &amp; HEAVY WEIGHT HORSES</b>  | £50       |
| Per class covers prize money and rosettes<br>Name to be printed in catalogue next to relevant class<br>1 entry ticket to the show for every two classes sponsored   |           |
| <b>CATTLE – COMMERCIAL</b>  | £50       |
| Per class covers prize money and rosettes<br>Name to be printed in catalogue next to relevant class<br>Company banner around cattle area<br>1 entry ticket to the show for every two classes sponsored                              |           |
| <b>SHEEP</b>  | £100-£150 |
| Per section covers prize money and rosettes<br>Name to be printed in catalogue next to relevant class<br>Company banner displayed at sheep area<br>1 entry ticket to the show for every class sponsored                             |           |
| <b>DOG SHOW</b>   | £125      |
| Opportunity to sponsor complete dog show<br>Covers rosettes, & opportunity to present championship<br>Name to be printed in catalogue next to relevant section<br>1 entry ticket to show  |           |

***CROP COMPETITION***

£400

Name in catalogue in sponsors' section  
Opportunity to present prizes at Autumn Prize Giving  
4 entry tickets to show

***MEMBERS' CAR PARK***

RESERVED

Sponsorship of the Members' Car Park  
Name in the catalogue  
Banner in members' car park area  
2 entry tickets to the show

***PUBLIC PARKING/CAR PARK***

RESERVED

All parking attendants to wear an item of clothing promoting your business e.g. cap or hi-viz jacket (included in cost)  
Banner in car park area  
Name in catalogue  
3 entry tickets to show

***GILMERTON RING ENTERTAINMENT/DEMONSTRATIONS***

£400

Sponsorship of the Gilmerton Ring where the dog show and other judging/demos take place  
Name in the catalogue  
Banners at the Gilmerton Ring  
Mentioned over the microphone when classes are being announced  
4 entry tickets to the show

***LAVATORIES***

£80

Your posters on display in the lavatories  
Banner on display on outer side of lavatories  
Name in the catalogue  
Free entry ticket to show

N.B. Please note that the above sponsorship packages do not include being able to use that space, area or facility as your own trade stand space. If you would like to take some trade stand space in addition to a sponsorship package then please speak to us about an overall package, as there may be scope for us to position your trade stand space adjacent to, or near to, the area you are sponsoring to give you added visibility.

**WHAT TO DO NEXT:**

If you are interested in any of the above, please contact our sponsorship co-ordinator, Rebecca Lowe, on [sponsorship@haddingtonshow.co.uk](mailto:sponsorship@haddingtonshow.co.uk), to discuss your requirements.

**THANK YOU FOR YOUR SUPPORT**