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Sponsorship and Advertising Opportunities 2018

Another busy year has passed, and the autumn months have allowed us to take stock of our 2017 Show. Last year for the first time ever we hosted the Welsh National Beltex Show and held new classes for Rare Breeds in the Sheep Section. The Cattle section had a marked increase in competitors and the Companion Canine Capers was a success and great fun was had by all.

Plans are afoot for the 2018 Show and, in addition to the usual attractions the Committee are hard at work on expanding what is available to see and do on the show day. We are pleased to announce that the Welsh National Beltex Show will return to Aberystwyth this year and as last year we hope to continue to attract new competitors in all sections. In addition to this we are excited to announce that we are in the progress of planning evening entertainment and once arrangements have been finalised we will publish details on our website and social media pages.

This long-established County show takes place on Saturday 9 June 2018, and with over £10,000 in prize money, it has established itself as an official County show, attracting numerous exhibitors and visitors from all over Wales and far beyond. By supporting the show, your sponsorship will allow you direct access to our exhibitors and visitors.

Sponsorship packages can be tailor-made to suit your needs and enclosed are examples of the types of packages we offer. In keeping with last year, silver, gold and platinum sponsors have the opportunity to advertise FREE in the show day programme and will also have publicity on our social media pages along with our website. The Show has 8 main sections: Equine, Cattle, Sheep, Poultry, Dogs, Vintage, Produce and Speed Shearing. Platinum sponsors may sponsor one of the main sections listed above; gold sponsors can sponsor individual breeds within the sections.

Naturally we reserve first choice to those businesses and individuals who supported us in 2017 and enclosed are our details on those classes/sections are available. When corresponding please specify which of these classes/sections you are interested in sponsoring and we can then check availability.

To discuss the matter further and with no obligation, please contact the Sponsorship Coordinator, Delor Harvey, Abel Gur, Lon Glanfred, Llandre, Bow St, Ceredigion, SY24 5BY ☎ 01970 820418 after 6pm, e-mail sponsor.abershow@hotmail.co.uk or feel free to contact me directly on the telephone number above.

Thank you in advance for taking an interest in the Aberystwyth and Ceredigion County Show, and we hope to see you on the show day, where a warm welcome awaits you in the sponsors' marquee.

Yours sincerely



Michaela Devereux
Chairperson

<i>Examples of sponsorship packages on offer:</i>	£70	100	£150	£400
Sponsor entitlements:	Advert	Silver	Gold	Platinum
Sponsor Badges (allows FREE admission to the show)		2	2	2
Additional admission tickets		2	3	5
Banners		2	3	Unlimited
Complimentary copy of show programme (on receipt of sponsor's badge)		1	1	1
Use of sponsors' marquee with accompanying light refreshments		✓	✓	✓
Acknowledgement in the official show programme and on and the sponsors board on the showground		✓	✓	✓
Black and white advertisement in the show programme provided by your company/organisation	¼ page	½ page	full page	full page
Company logo and link on the Show's website			✓	✓
Commentator and tanooy announcements with pre-agreed text			✓	✓
Recognition on our social media platforms, e.g. Facebook and Twitter			✓	✓
Access into the competition ring during sponsored section to present an award (where appropriate)				✓
Opportunity for publicity photograph				✓
Promotion in official press release pre and post event				✓

Please submit advert in PDF or JPEG format by 20 April 2018 to sponsor.abershow@hotmail.co.uk