Be part of something great

Sponsorship Opportunities
Byddwch yn rhan o rywbeth mawr
Be part of something big
Align your brand with one of Europe’s largest agricultural societies and become part of a foundation that has played a leading role in the development of agriculture and the rural economy in Wales and Great Britain since 1904.

Joining forces with the Royal Welsh Agricultural Society could provide your business with the ideal opportunity to come face-to-face with your perfect target audience.

Sponsorship packages and opportunities can be tailor-made to suit your needs and budget. Whether you are interested in placing an advert in a catalogue, sponsoring a livestock class or becoming a main sponsor for one of the events, there is an opportunity available for you.

The benefits of becoming a Royal Welsh sponsor could include:

- Association with the internationally recognised and well respected brand of the Royal Welsh Agricultural Society
- An opportunity to expose your brand to a large and relevant audience
- Reaching new and existing customers with opportunities to build your client base
- Reaching wide television audiences through programmes aired before, during and after the events on S4C, BBC and ITV along with internationally viewed live-streamed footage online
- A highly visible presence on the showground
- Commentator announcements during the events
- Listing on the www.rwas.wales and www.cafc.cymru websites
- Social media promotion via the society’s twitter (c.16,000 followers) and facebook (c.16,000 likes) accounts
- Editorial and branding in the society’s digital newsletter to 20,000+ subscribers
- Promotion in relevant press releases
- 50% discount off advertising in the official event programmes and catalogues
- Access to the dedicated sponsors’ hospitality pavilion
- Event tickets and VIP sponsors badges
Un, dau neu bob un o'r tri...
One, two or all three...
Royal Welsh Spring Festival

The two day Spring Festival is a celebration of smallholding and rural life with an action packed programme of entertainment, educational have-a-go activities, free workshops, displays, over 1,400 livestock exhibits, two halls dedicated to food, hundreds of tradestands and exciting main ring performances.

A perfect family day out.

Royal Welsh Show

The iconic Royal Welsh Show is the pinnacle event in the British agricultural calendar.

With four days of exciting competitions, the livestock classes attract thousands of entries from far and wide and form the centre point of this event.

The show also provides something to interest everyone through its wide range of activities including shopping, forestry, horticulture, crafts, countryside sports, food and drink and a 12-hour programme each day of exciting entertainment, attractions and displays.

Royal Welsh Winter Fair

The Winter Fair is one of the finest prime stock shows in Europe with the best exhibitors from all over the UK competing for the top accolades in the competitions running throughout the two-day event.

Away from the judging rings the very best of Welsh food producers showcase their produce and Christmas shoppers can enjoy the festive atmosphere whilst exploring the hundreds of tradestands, demonstrations, exhibitions and displays.
Tynnwch sylw yn yr Ŵyl Wanwyn
Be noticed at the Spring Festival
Dathliad o dyddynnu a bywyd gwledig
A celebration of smallholding and rural life

Join the Royal Welsh Agricultural Society and become a sponsor of the Spring Festival, a celebration of smallholding and rural life.

The two-day festival with its action-packed programme of entertainment and educational have-a-go activities, free workshops, displays and main ring performances, offers the perfect family day out.

The annual festival, held on the third weekend of May, offers the ideal promotional opportunity for businesses and organisations.

The festival draws visitors from across Wales and further afield throughout the two days and reaches many more through national and local media coverage.

Covering a large proportion of the well established and internationally renowned Royal Welsh Showground, the festival has more than 400 tradestands and attracts over 1,400 exhibitors from across the UK showcasing a wide range of excellent quality livestock, all hoping to win a coveted prize at a Royal Welsh event.

Through our marketing campaign, we aim to attract visitors from across Wales and further afield. Whether they are town or country dwellers, have a love for nostalgic, creative and sustainable living, enjoy partaking in rural ways of life or simply just want to come and enjoy the many attractions and displays, there will be something at the event for all.

With free parking and free admission for all children 16 and under, the Spring Festival offers an affordable family day out in the heart of mid-Wales.

Share in our success and promote your business by taking up one of our sponsorship and advertising opportunities.
Uchafbwyntiau'r Wyl Wanwyn
Spring Festival highlights
Smallholder’s Centre
If you’re a Smallholder, or thinking of becoming one, visit our Smallholder Centre for everything you need, including our ‘getting started stand’ and speakers corner.

Food & Drink Quarter
With the best of artisan produce from Wales and the borders, enjoy a mouth-watering experience in our Food and Drink Quarter and new street-food area.

Trail Running Festival
The Royal Welsh trail running festival attracts a new audience to the festival and includes a half marathon, 10k race and family fun runs.

Country Life
Bring your dog along and have-a-go in the dog scurry in the Country Life area, have a shooting or archery lesson or enjoy the woodland activities.

Horse Section
Our huge horse section has show jumping, working hunter classes, CHAPS, donkey, miniature and veteran horse classes!

Premier Open Dog Show
The only Premier Open Dog Show in Wales is held over the two days and features over 1,000 dogs hoping to qualify for Crufts.

Family Friendly
Let the children have-a-go at some circus skills, get up close and personal with exotic animals, build a den, blow some GIANT bubbles, enjoy and have fun.

Gardening Hall
Packed full of spectacular flowers, amazing plants, scrumptious vegetables, competitions, tradestands and have-a-go activities.

Livestock
There will be more than 1,400 livestock exhibits to see! Learn how to look after a range of different animals and have-a-go at handling some of them.
Heb anghofio...
Not forgetting...
Displays and main ring attractions

A packed two-day schedule of main ring attractions with a rural theme, which in recent years have included dog agility teams, falconry displays, shire horse teams and BASC gundog displays.

Scurry racing

This exciting sport gets the crowds gasping and cheering as pairs of ponies pulling specially-built racing carriages weave their way through a series of obstacles at break-neck speed. The teams at the festival are competing for hundreds of pounds in prize money and a chance to qualify for the National Scurry Driving Championships to be held at the Royal Berkshire Show in September.

Back-to-back dairy goat shows

In addition to the many other livestock classes the back-to-back dairy goat shows have classes held on Saturday and repeated again on Sunday. With different judges on each day, there is the opportunity for exhibitors to enter both shows and compete for two sets of awards.

Get the knowhow

A series of free talks, lectures, demonstrations and workshops held throughout the weekend where visitors to the event can stop and listen or come and go as they wish. Topics have included beekeeping, turkey husbandry, dung beetles, renewable energy, goat keeping and other smallholder and countryside issues.

Have-a-go activities

Get up-close and personal with the animals, take a turn at showing a sheep, learn how to be a livestock judge, bring your dog and enter the gundog scurry competition, have a ‘bee experience’, try your hand at blowing some giant bubbles, learn some circus tricks, have a go at paint balling, laser shooting and archery… the opportunities to get involved, and have-a-go are endless.

Poultry show and auction

For all those poultry enthusiasts, the Welsh Federation Poultry and Waterfowl Spring Show is held on the Saturday and the well established auction of poultry, poultry equipment and collectables on Sunday.

Shopping

With over 400 tradestands throughout the site, there is plenty of opportunity to enjoy a shopping spree while visiting the festival. From clothing to machinery, livestock equipment to wellies, hen houses to books, visitors will find everything for the smallholder and gardener in one place.

Vintage machinery

Vintage machinery enthusiasts will find plenty to interest them amongst old tractors, stationary engines, classic cars, caravans, lorries, motorbikes and bicycles, old gardening equipment and tools.
Proffil ymwelwyr Gŵyl Wanwyn
Spring Festival Visitor Profile

- 45% of visitors are from a non-agricultural background
- 35% of visitors currently work within the agricultural industry
- 84% of visitors live in Wales (18% in Powys)
- 68% of visitors are 46 or older
- 33% of visitors are 45 or younger (only 7% under 25)
- 11% of visitors are society members
- 98% of visitors attended with friends, family members or a partner...
- ... however, only 27% had children with them
- 68% of visitors have attended the festival before
- 81% of visitors expected to attend the festival in 2017
- £78% felt that the Spring Festival offered good value for money
- 88% of visitors are made up of three mosaic segments:
  - ‘Country Living’ Well-off homeowners in rural locations enjoying the benefits of country life. Some are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.
  - ‘Rural Reality’ People who live in rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from employment with local firms or from running their own small businesses.
  - ‘Suburban Stability’ Typically mature couples or families, some enjoying recent empty-nest status and others with older children still at home. They live in mid-range family homes in traditional suburbs where they have been settled for many years.

“Nice day out, lots to see, and a wide variety.”
“Fun, excellent, huge variety”
“Good value”
“A good day out!”
“Easier to get around than the Royal Welsh with children.”
“Wide variety of things to see. It’s brilliant for all ages.”

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rwas.wales
Sut olwg allai fod ar becyn noddi'r Wyl Wanwyn?
What could a Spring Festival sponsorship package look like?
Sponsorship packages and opportunities can be tailor-made to suit your needs and budget, but here are a few examples of the types of packages on offer:

Become a sponsor for one of the Spring Festival areas:

- Livestock
- Country Life
- Gardening Hall
- Premier Open Dog Show
- Food & Drink Quarter
- Trail Running Festival
- Main Ring Attractions
Become a sponsor of a particular **Spring Festival section**:

- Smallholders Centre
- Speaker’s corner
- Pig Section
- Sheep Section
- Cattle Section
- Goat Section
- Horse Section
- Poultry Show
- Street Food area
- Vintage machinery

Or take the opportunity to sponsor one of the following:

**Spring Festival e-tickets**

**Spring Festival leaflet** – 30,000 printed and distributed throughout Wales and the border counties

‘**You are here’ signage** – 10 A0 sized information boards with maps positioned throughout the Spring Festival site.

**Map** – 10,000 folded maps, given free to Spring Festival visitors

**Vehicle passes** – used by all tradestand holders, exhibitors and VIPs attending the festival

**Spring Festival competition schedules** – 1,000 hard copies printed and distributed to potential livestock exhibitors, digital version appears on the website and emailed to thousands more potential exhibitors

**Spring Festival livestock catalogue** – 300 printed and sold to exhibitors and spectators of the livestock classes at the Spring Festival

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# Spring Festival Sponsorship Packages

Sponsorship packages and opportunities can be tailor-made to suit your needs and budget, but here are a few examples of the types of packages on offer:

<table>
<thead>
<tr>
<th>Sponsor entitlements:</th>
<th>£500</th>
<th>£1,000</th>
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<table>
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<td>Opportunity to present prizes and awards (where appropriate)</td>
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<tr>
<td>Privileged access into the competition ring during sponsored class/section (where appropriate)</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
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<td>✓</td>
<td>✓</td>
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<tr>
<td>Company logo and link on the official RWAS website</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ability to use ‘Sponsor of RWAS Spring Festival’ and logo on official advertising and joint branding</td>
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<td>✓</td>
<td>✓</td>
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<tr>
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<td>✓</td>
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</tbody>
</table>
Tynnwch sylw yn y Sioe Frenhinol Cymru
Be noticed at the Royal Welsh Show
Be part of something iconic and become a sponsor of the Royal Welsh Show, the pinnacle event in the British agricultural calendar.

The four-day spectacle is held annually every July at the showground in Llanelwedd and attracts visitors from across the globe.

The livestock classes alone attract over 7,000 entries which results in an exciting four-days of competitions with the very best animals from across the UK and further afield all hoping to win a coveted Royal Welsh title.

In addition to the fantastic livestock, the great shopping and the free parking, the show provides something to interest everyone through its wide range of activities including forestry, horticulture, crafts, countryside sports, food and drink and a 12-hour programme each day of exciting entertainment, attractions and displays.

The big attractions in the main ring for 2017 were the spectacular Lorenzo – the Flying Frenchman, The Kangaroo Kid, Tristar Carriage Driving, Meirion Owen and the Quack Pack, Inter Hunt Relay, trotting competitions and much more.

Not only do nearly a quarter of a million of show-goers attend the event in person, it also attracts hundreds of thousands of viewers and listeners in the many hours of local and national TV and radio broadcasting before, during and after the show, including online livestreaming across the world.

Share in our success, benefit from an unprecedented amount of exposure and take advantage of the opportunity to promote your business by becoming a Royal Welsh Show sponsor.
Uchafbyntiau'r Sioe Frenhinol Cymru
Royal Welsh Show highlights
- Livestock
- Tradestands
- Horticulture - vegetables, plants and flowers
- Forestry
- Country Pursuits
- Royal Welsh Sports Village
- Countryside Care
- Food Hall
- Shearing and Woolhandling
- Sheep Dog Trials
- Cookery, Produce and Handicrafts
- Welsh National Honey Show
- Dairy Produce
- Farriery and Ornamental Ironwork
- Poultry and Pigeons
- Rabbits
- Pets
- Lorenzo – The Flying Frenchman
- Kangaroo Kid
- Meirion Owen and the Quack Pack
- Falconry displays
- RAF Hawks Parachute Display Team
- Regimental Band and Corps of Drums of the Royal Welsh
- Tristar Carriage Driving
- Royal Welsh Mounted Games
- Inter Hunt Team Relay
- Parade of Hounds
- Pony Club Mounted Games
- Trotting
- Vintage Machinery
- and much more…

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of visitors are made up of the ‘Country Living’ and ‘Rural Reality’ Mosaic market segments

‘Country Living’, represent an estimated 47% of Royal Welsh visitors. They are well-off homeowners in rural locations enjoying the benefits of country life. Some are landowners or farmers, others run small businesses from home, some are retired and others commute distances to professional jobs.

‘Rural Reality’, represent an estimated 22% of Royal Welsh visitors. They live in village and rural communities and generally own their relatively low cost homes. Their moderate incomes come mostly from agricultural employment with local firms or from running their own small businesses.

Visitor age profile

 Visitors with an agricultural background

 Visitors who work within the agricultural industry
87% of visitors had attended before
69% of visitors felt that the show offered good value for money
83% of visitors expect attending next year’s show
98% of visitors gave a satisfaction rating of 4 or 5 out of 5

Visitors spend almost £10 million whilst attending the show
Secondary sales (predominantly business trade) is likely to be over £6 million
There is likely to be an additional £3 million of economic benefit as the sales move down the supply chain
The total economic impact of the show alone exceeds £20 million

Why be a sponsor of the Royal Welsh Show:

“Because I think that farming and the rural community in particular are important to support. It’s the kind of sector that tends to be neglected. We also feel that we are able to advertise our services and feel that we have drawn business from sponsoring the show.”

“[We also sponsor] one or two local shows but they don’t compare really to the Royal Welsh, it’s like comparing Manchester United to a local league.”

“There are two main reasons, the first one is because I’m really a farmer at heart and I like to support local farmers. Sponsoring the show is part of this. Secondly it does give us a good showcase for our customers basically showing them that we exhibit in high profile events and shows.”

2 main reasons

Raising brand profile and driving sales allows businesses the opportunity to connect with agricultural clients

Passion for supporting the agricultural sector often a philanthropic gesture, in addition to commercial arguments

- Sponsors feel the scale and heritage of the show offers added prestige and the perceived impact of sponsorship far outweighs alternative agricultural events
- In particular, sponsors appreciate how the television coverage increases the reach of the show and their association with it
- Companies continue being sponsors as a result of feedback from customers who mention that they noticed the organisation’s association with the show

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rwas.wales
During the Royal Welsh Show, sponsors have exclusive use of the Sponsors Pavilion throughout the four days.

You can expect to not only enjoy the company of our friendly and helpful stewards, but also:

- light refreshments throughout the day
- a selection of daily newspapers
- all day coverage of the show on our large, flat screen TV
- private toilets and cloakroom facilities
- comfortable seating area
- private meeting room, which can be booked throughout the show
- access to the exclusive ‘sponsors’ area of the grandstand to enjoy the main ring entertainment
What could a Royal Welsh Show sponsorship package look like?
Royal Welsh Show Sponsorship Packages

Sponsorship packages and opportunities can be tailor-made to suit your needs and budget, but here are a few examples of the types of packages on offer:

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**Other sponsor privileges and benefits:**

- Acknowledgement in official show programme (over 20,000) and catalogue (over 3,500)
- Opportunity for publicity photographs
- Use of hospitality area in the Sponsors’ Pavilion and reserved seating in main grandstand
- Opportunity to present prizes and awards (where appropriate)
- Privileged access into the competition ring during sponsored class/section (where appropriate)
- Commentator and tanoy announcements
- 50% discount off advertising in official show programme and catalogue
- Company logo and link on the official RWAS website
- Ability to use ‘Sponsor of RWAS’ and logo on official advertising and joint branding
- Personalised social media promotion via the Society’s Twitter and Facebook accounts
- Promotion in relevant press release (pre and post event)
- Editorial and branding in Society’s digital newsletter
- Opportunity to acquire a premium ringside stand space (subject to availability)
- Free reservation of meeting room with WiFi access during event (subject to availability)
- Free full page colour advert in the official show programme
- Opportunity for two guests to spend time in the main ring grandstand President’s Box
- VIP tour
- Opportunities for media coverage and advertising segments on digital screens (if available)
- Other activation opportunities for brand awareness, advertising and sales

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rwas.wales
Tynnwcch sylw yn y Ffair Aeaf
Be noticed at the Winter Fair
Un o sioeau stoc ddethol orau yn Ewrop
The finest prime stock show in Europe

Take advantage of the prestige associated with the Royal Welsh Winter Fair and become a sponsor of one of the finest prime stock shows in Europe.

First staged in 1990 and originally just a modest one-day event, the Winter Fair is held at the showground in Llanelwedd each winter and routinely attracts many visitors from near and far across the two days.

Leading stockmen from all over the UK compete for the top accolades and their share of over £25,000 of total prize money up for grabs in over 200 classes special awards and championships throughout the two-day event.

With over 1,400 cattle, sheep, pigs and horses as well as over 160 entries in the lamb carcass classes, the competition is always fierce and the stakes set for a great couple of days worth of competitions.

Primarily an agricultural trade event, the Winter Fair also offers the discerning shopper the perfect opportunity to pick up some unique and original Christmas gifts from the hundreds of tradestands.

The food hall and Christmas farmers’ market is packed full of the very best Welsh food producers showcasing their produce and tempting visitors to try the wide variety of culinary delights on offer.

The Winter Fair opens its doors to the public for free after 4pm on the Monday evening for late night Christmas shopping. Visitors are able to enjoy looking around the demonstrations and exhibitions, listening to the choirs and bands performing throughout the showground, and of course our younger visitors may also be lucky enough to meet Father Christmas.

The fair is broadcast daily on S4C with other local and national TV and radio programmes being aired prior, during and post event to thousands of avid Winter Fair supporters.

Share in our success and take advantage of the opportunity to promote your business direct to your target audience by becoming a Royal Welsh Winter Fair sponsor.
Uchafbwntiau'r Ffair Aeaf
Winter Fair highlights
• Gates open at 8am
• FREE car parking
• Late night shopping on Monday night
• FREE entry after 4pm
• Cattle
• Sheep
• Pigs
• Horses
• Lamb carcasses
• Hounds
• Meat products and butchery competitions
• Cookery, produce and handicraft
• Poultry
• Horticulture
• Floral art
• Award ceremonies
• Festive carol singers, entertainment, lights and decorations
• Christmas shopping
• Antiques
• Food Hall and Farmers’ Market
• Livestock auctions
• Stockmans’ dinner
• Santa’s grotto
• Discounted e-tickets available online now
• Special rates available for students and school trips
• and much more…

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rwas.wales
2016 Entries

Prif Bencampwr y Gwartheg / Supreme Cattle Champion
Tip Top (Limousin x Charolais X) sold for £4,000
Arddangoswr / Exhibitor: Mr Blair Duffton & Miss Rebecca Stuart, Aberdeenshire
Prynwr / Buyer: B & T Kitson Ltd, North Yorkshire

Prif Bencampwr y Defaid / Supreme Sheep Champion
(Pair of Dutch Texels) sold for £600 pph
Arddangoswr / Exhibitor: Mr Robin J Slade, Herefordshire
Prynwr / Buyer: J & R Jerman, Herefordshire

Prif Bencampwr Carcas Ŵyn / Supreme Lamb Carcass Champions
Unigol / Single (Beltex) sold for £580
Arddangoswr / Exhibitor: Mr Dafydd Lewis, Carmarthenshire
Prynwr / Buyer: La Marina & El Puerto Restaurant
Para / Pairs (Beltex) sold for £300 pph
Arddangoswr / Exhibitor: B Blandford & Sons, Herefordshire
Prynwr / Buyer: Farmers Pantry, Cardiff

Prif Bencampwr y Moch / Supreme Pig Champions
Unigol / Single (Welsh) sold for £220
Arddangoswr / Exhibitor: DBM & RCM Davies, Ceredigion
Prynwr / Buyer: Rob Rattray, Ceredigion
Para / Pairs (Welsh) sold for £400 pph
Arddangoswr / Exhibitor: HD & EM Roberts, Gwynedd
Prynwr / Buyer: Hughes Family Butcher, Anglesey

Prif Bencampwr y Dofednod Wedi’u Trin / Supreme Dressed Poultry Champion
Sold for £210
Arddangoswr / Exhibitor: Mrs Marion Evans, Ceredigion
Prynwr / Buyer: Mr Danny Davies, Pembrokeshire

31,165 Attendance
£25,000+ Prize Money
57 Sponsors
1.1 miles Festoon Lighting
411 Tradestands
278 Judges & Stewards

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Sut olwg allai fod ar becyn noddi'r Ffair Aeaf?
What could a Winter Fair sponsorship package look like?
**Winter Fair Sponsorship Packages**

Sponsorship packages and opportunities can be tailor-made to suit your needs and budget, but here are a few examples of the types of packages on offer:

<table>
<thead>
<tr>
<th>Sponsor entitlements:</th>
<th>£500</th>
<th>£1,000</th>
<th>£2,500</th>
<th>£5,000</th>
<th>£10,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners</td>
<td>1</td>
<td>2</td>
<td>6</td>
<td>10</td>
<td>15</td>
</tr>
<tr>
<td>Sponsors Badges</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
<td>10</td>
</tr>
<tr>
<td>Admission Tickets (any one day)</td>
<td>4</td>
<td>6</td>
<td>12</td>
<td>24</td>
<td>45</td>
</tr>
<tr>
<td>Carvery Meal Tickets</td>
<td>2</td>
<td>4</td>
<td>8</td>
<td>16</td>
<td>32</td>
</tr>
<tr>
<td>Forward Car Pass</td>
<td>1</td>
<td>2</td>
<td>4</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Complimentary Copies – Event publications</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**Other sponsor privileges and benefits:**

- Acknowledgement in official event publications
- Opportunity for publicity photographs
- Use of sponsors' hospitality area
- Opportunity to present prizes and awards (where appropriate)
- Privileged access into the competition ring during sponsored class/section (where appropriate)
- Commentator and tanoy announcements
- Company logo and link on the official RWAS website
- Ability to use ‘Sponsor of RWAS Winter Fair’ and logo on official advertising and joint branding
- Personalised social media promotion via the Society’s Twitter and Facebook accounts
- Promotion in relevant press release (pre and post event)
- Editorial and branding in Society's digital newsletter
- Free reservation of meeting room with WiFi access during the event
- VIP tour
- Opportunity for media coverage and advertising segments on digital screens (if available)
- Other activation opportunities for brand awareness, advertising and sales
For more information on the sponsorship packages available or a bespoke package tailored to your specific needs, please contact our Sponsorship Office on:

Telephone: 01982 554410

Email: sponsorship@rwas.co.uk

Address: Royal Welsh Agricultural Society
         Royal Welsh Showground
         Llanelwedd
         Builth Wells
         Powys
         LD2 3SY

We look forward to welcoming you as a sponsor.