



At the Three Counties Showground, Malvern, Worcestershire

## Major Sponsorship Package £7,750+VAT

### In the run-up to the event:-

- Your company name/logo printed on all promotional flyers/posters and event brochures produced by NSA. For the 2024 event, circulation of the event flyer is being extended with additional copies being posted directly to sheep farmers.
- Acknowledgement of your sponsorship and your company logo in the NSA Sheep Event Official Preview (in Farmers Guardian), in Sheep Farmer magazine (June/July issue) and the new-style Event Guide (provided to visitors at the event).
- Advert within the Event Guide – either supplied by the sponsor as a print-ready PDF (76mm wide x 50mm high tbc) or designed in conjunction with NSA.
- Your company logo (with hyperlink) on the front page and sponsors page of the NSA Sheep Event website. If content is provided, additional information on the website about your stand/activities on the day on a specific landing page to enhance social media work – more below.
- Your company logo (with hyperlink) on a specific pre-registration page on the NSA Sheep Event website, which NSA will drive traffic to in order to encourage sheep farmers to register ahead of the event for the chance to win free entry to the showground (five pairs of tickets will be given away). Pre-registration will result in significant data capture, which if agreed in advance, can be shared with Major Sponsors when people providing their data give permission.
- Acknowledgement of your sponsorship in all direct emails to NSA contacts (members and others) promoting the event, plus an advert in one email – advert to be supplied by the sponsor (600 pixels wide by up to 400 pixels high).
- A minimum of two NSA Sheep Event-linked social media posts per NSA social media platform (Facebook, Twitter and Instagram) acknowledging your support of the event and promoting details of your plans on the day, to encourage visitors to your stand/activities. Video clips can be utilised where provided, and any content provided for a specific landing page on the Sheep Event website – as referred to above.
- Inclusion in NSA-produced Sheep Event press releases. General press releases will namecheck Major and Mainline Sponsors, and specific press releases around, for example, Major Sponsors' running workshops/demos etc, will provide specific detail.

To facilitate this activity before the event, NSA will offer a face-to-face communications meeting to explore and exploit all opportunities to the mutual benefit of both parties.

### Additional opportunity– NSA Lucky ‘sheep’ dip prize giveaway

On the day of the 2024 event, NSA will be running a lucky ticket giveaway. ‘A lucky dip tombola will be located on the NSA stand and other appropriate positions where visitors can select a ticket and for a chance to win a prize either from NSA, Sheep Event sponsors or participating exhibitors. Prizes will be branded goodies from the sponsors such as fleeces, caps, sheep husbandry items, or larger items if wanted, to be given away on the day and to people who claim within one week of the event. Entrants winning items will be directed to stands to collect their prizes.

Participation will result in significant data capture online. The online web page will include logos and links to sponsors involved in the initiative. Data can be shared with Major Sponsors only not other contributors to the giveaway, if agreed in advance and where people providing their data give permission.

### On the day

- An indoor or outdoor stand space prominently positioned, as agreed with the organisers and with the option of a site visit to discuss.
- The option of a forum, workshop, demonstration or other activity to be repeated twice, as agreed with the organisers and appropriate to the event.
- Display of up to six banners or flag/flagpoles around the site, display of up to two pop-ups and promotional material in the event Media Centre and/or International Area, and acknowledgement of your sponsorship in the event Sponsors Area.
- Two electric sockets with one double or two single sockets. More sockets will be charged for.
- 20 admission tickets.
- 10 tickets for the sponsors’ lunch and five tickets for the pre-event dinner.

## Application form for Major Sponsorship- Applications Close 30<sup>th</sup> March 2024

Company name			
Contact name			
Address			
		Postcode	
Phone number		Email	
I acknowledge the Major Sponsorship package is £7,750+VAT, of which £1,500+VAT is due immediately. The balance will be invoiced two months before the event, with payment due before 30 <sup>th</sup> June 2024.			
Signed		Date	

*Return to Helen Roberts, NSA, Orseddwen, Selattyn, Oswestry, SY10 7HU Tele 01691 654712 or 07976 803066.*

*Email [Helen@nationalsheep.org.uk](mailto:Helen@nationalsheep.org.uk) A company Limited by Guarantee. Registered in England. Registration No 37818. Registered charity in England and Wales (249255) and in Scotland (SC042853) VAT No 273 3469 44*

*GDPR: Your details will be used to contact you with regards to your sponsorship at the event. Your details will also be displayed on the event website and brochure. Your details will be held for up to two years so that you can be contacted about future events and opportunities.*