



**BALMORAL
SHOW 2025**
14TH-17TH MAY



SPONSORSHIP OPPORTUNITIES



COME JOIN THE FUN!



www.balmoralshow.co.uk



Eikon Exhibition Centre
Halftown Road
Lisburn
BT27 5RD



ABOUT BALMORAL SHOW

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Attracting well in excess of 100,000 visitors across 4 days, the Balmoral Show is Northern Ireland's largest agri-food event.

The Show, now in its 156th year, is organised by the Royal Ulster Agricultural Society and hosted at the Eikon Exhibition Centre in Lisburn.

As one of the oldest agricultural shows within the UK, its ongoing success and development has seen the event evolve into a fun-filled family day out for all ages.

The Balmoral Show is proud to offer something for everyone from the finest local produce to spectacular entertainment, and year-on-year celebrates rural life with agriculture at the heart of everything we do.

With each action-packed programme, the Show continues to be the pinnacle agricultural event in Northern Ireland and captivates visitors from throughout the island of Ireland and further afield.

BECOMING A SPONSOR

As Northern Ireland's largest agri-food event, the Balmoral Show is highly regarded among businesses, visitors, and exhibitors.

We pride ourselves on our professionalism and commitment to supporting the local agricultural industry and rural economy. By becoming a sponsor of the Show, you

have the unique opportunity to showcase your brand to our thousands of visitors from across Northern Ireland.

To ensure that our sponsorship opportunities support your business needs and help you achieve maximum return on your investment, we focus on a flexible approach.

By creating bespoke packages, we can offer you a range of affordable options depending on your individual aims and level of investment.

Our existing network of clients and partners is testament to our tailored outlook as we welcome your suggestions on how to make sponsorship work for you.



Principal Sponsor



Platinum Sponsors



Additional Sponsors



SPONSORSHIP BENEFITS

Key sponsorship benefits to your business include opportunities to:



**GENERATE
BRAND
AWARENESS
AMONGST
OVER 100,000
VISITORS**



**ALIGN YOUR
BRAND WITH
OUR UNIQUE
OBJECTIVES AS
WE CELEBRATE
THE NI AGRI-
FOOD INDUSTRY**

**BUILD YOUR
CLIENT BASE AS
YOU MEET NEW
AND EXISTING
CUSTOMERS**

**NETWORK AND
ENGAGE WITH
SELECTED
BUSINESSES
AND
CONSUMER
BRANDS**



**EXPLORE OUR
CORPORATE
HOSPITALITY
AND
ENTERTAINMENT
OPTIONS**

**GAIN
ADDITIONAL
EXPOSURE VIA
LOCAL AND
NATIONAL
MEDIA
COVERAGE**



SPONSORSHIP PACKAGES

We develop bespoke affordable corporate packages for each of our sponsors built around their organisation's marketing strategies and budgets.

From building brand recognition and telling your company's story to hosting clients and embracing networking opportunities, we can help get your messages in front of our visitors before, during and after the Show.

Elements from your tailor-made package may include:

- Branding related to a specific sponsored item/event
- Naming rights and sponsorship acknowledgement of a competition/display/area
- Advertising in show publications and on the big screen in the Main Arena
- Banner advertising space around the showgrounds
- Brand logo and business acknowledgement on the Balmoral Show website and Show publications
- PA announcements during a sponsored class/display
- Photo opportunities at the presentation of prizes
- Wristband allocation for the Show's Sponsor's Entrance
- Forward parking allocation
- Admission to the RUAS Member's Pavilion and Sponsor's Hospitality
- Sponsor's badges
- Pre-show photograph to accompany press release announcing your business as a new sponsor
- Promotion of sponsorship on Show social media pages (reaching a potential audience of up to 105,000 social media users)
- Opportunity to provide branded rosettes and/or additional prizes to winning combinations
- Opportunity for corporate hospitality and corporate admission tickets



HOW DO WE GET INVOLVED?



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Ulster Bank



Find out more about how you can align your brand with our longstanding event by contacting:

Vickie White

RUAS Business Development Executive



vickie@ruas.org.uk



02890 686185 | 07585 505326



www.balmoralshow.co.uk



100,000+ visitors
3,500 competing livestock
400 stewards and judges
780 classes
600 trade stands
435 equine stables
15 show rings
4 show days
2 shopping halls

ONE UNMISSABLE EVENT

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