



**BALMORAL  
SHOW 2024  
15<sup>TH</sup> - 18<sup>TH</sup> MAY**



# SPONSORSHIP OPPORTUNITIES



COME JOIN THE FUN!



[www.balmoralshow.co.uk](http://www.balmoralshow.co.uk)



Eikon Exhibition Centre  
Halftown Road  
Lisburn  
BT27 5RD



# 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?



**BALMORAL  
SHOW 2024**  
15<sup>TH</sup> – 18<sup>TH</sup> MAY



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

**Vickie White**

*RUAS Business Development Executive*



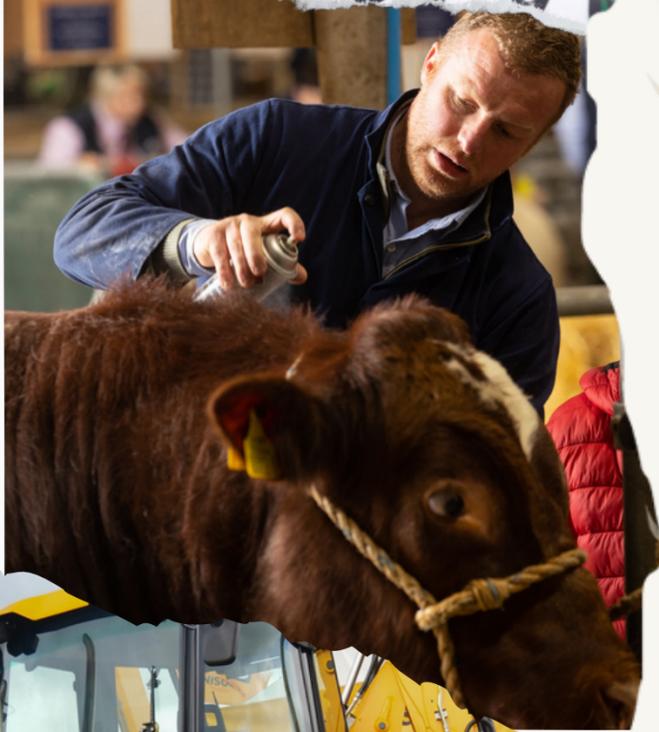
vickie@ruas.org.uk



02890 686185 | 07585 505326



www.balmoralshow.co.uk



  
**BALMORAL  
SHOW 2024**  
15<sup>TH</sup> – 18<sup>TH</sup> MAY



**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**

[www.balmoralshow.co.uk](http://www.balmoralshow.co.uk)

