

# CONTACT US

## Section & Activity Specific Packages:

Opportunities	From
Class Sponsorship	£75 + VAT
Section Sponsorship	£150 + VAT
Grand Parade	£200 + VAT
Industrial Section	£500 + VAT
Education Programme	£500 + VAT
Craft & Gift Hall	£500 + VAT
Cookery Theatre	£500 + VAT
Members Marquee	£1,000 + VAT
Countryside Area	£1,000 + VAT
Food Fair	£1,200 + VAT
Main Ring Entertainment	£1,500 + VAT
Music Programme	£1,500 + VAT

To discuss any of the packages listed in this leaflet or for something more bespoke, please do not hesitate to contact us:

Charlie Newton or Mags Clark

Tel: 01573 224 188

Email: [trade@borderunion.co.uk](mailto:trade@borderunion.co.uk)

We also have sponsorship opportunities on site at the Borders Events Centre and at our other events including:

Border Union Schools Day  
Border Union Kelso Ram Sales



BORDER UNION

# SHOW

24 & 25 JULY 2020

## SPONSORSHIP OPPORTUNITIES

Be part of one of the Scottish Borders largest agricultural and equestrian events.



[WWW.BORDERUNION.CO.UK](http://WWW.BORDERUNION.CO.UK)

## Who we are

Established in 1813 the Border Union Show is the Scottish Borders' largest agricultural and equestrian event. Always taking place on the last Friday and Saturday in July, it is a key date in the diary of many exhibitors, competitors and spectators.

## Key Benefits

Sponsoring the Border Union Show gives you a unique opportunity to:

- Promote your business to audiences across Agricultural, Aquaculture, Countryside, Food & Drink, Fishery, Forestry & Tourism Sectors from within the Scottish Borders & Northumberland region, as well as further afield.
- Reach thousands of engaged consumers.
- Create brand awareness and PR opportunities associated with the Border Union Agricultural Society
- Associate your brand with this celebration of Agriculture, the Countryside and Food production.
- A fantastic opportunity to interact with many potential customers in one place in a very cost-effective way.

## Marketing Benefits:

- Develop brand positioning
- Build brand loyalty, generate awareness, recognition & profile to BUAS members and Show visitors
- Create lasting legacies. Ideas and business that can grow beyond the two days of the Border Union Show

## Packages:

Sponsorship packages can be tailored to suit your specific requirements based on a combination of the following benefits:

- Appropriate recognition in relevant PR material.
- Branding included at the Show.
- Product placement, if appropriate and available.
- Access to Members Pavilion, with private dining opportunities.
- Banner advertising space.

- An allocation of entrance tickets to the Show.
- An allocation of VIP car park tickets.

Depending on your level of Sponsorship and requirements a package can be tailored to suit your individual needs.

Alternatively, we do have fixed packages as follows:

### GOLD - £3,000.00 + VAT

- Access to Members Pavilion at Border Union Show
- 16 x Sponsor Badges which gain entry for both Friday & Saturday.
- 16 x Lunch tickets for use on either Friday or Saturday.
- 8 x Complimentary VIP parking passes for Show (for both days)
- 1 x 1 full page advert in the Border Union Show catalogue
- 3 x Banner advertising space

### SILVER - £2,000.00 + VAT

- Access to Members Pavilion at Border Union Show
- 12 x Sponsor Badges which gain entry for both Friday & Saturday.
- 12 x Lunch tickets for use on either Friday or Saturday.
- 6 x Complimentary VIP parking passes for Show (for both days)
- 1 x 1/2-page advert in the Border Union Show catalogue
- 2 x Banner advertising space

### BRONZE - £1,000.00 + VAT

- Access to Members Pavilion at Border Union Show
- 8 x Sponsor Badges which gain entry for both Friday & Saturday
- 8 x Lunch tickets for use on either Friday or Saturday
- 4 x Complimentary VIP parking passes for Show (for both days)
- 1 x 1/2-page advert in the Border Union Show catalogue
- 1 x Banner advertising space

Corporate packages including hospitality are also available.