



# 2024 SPONSORSHIP OPPORTUNITIES



“Associate your brand with a celebration of agriculture, the countryside and food production in the Scottish Borders. “

## Sponsorship Benefits



12,000 Show Audience  
across the 2-day event



Welcome your clients  
with Hospitality and VIP  
access



Take advantage of  
numerous local  
opportunities and partners



# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSORSHIP - FROM £2,500

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10 ENTRANCE TICKETS  
8 COMPLIMENTARY LUNCHES IN MEMBERS MARQUEE  
4 FORWARD PARKING PASSES  
4 SHOWGROUND BANNER SPACE (2 main ring)  
FULL PAGE COLOUR ADVERT IN CATALOGUE  
PA ANNOUNCEMENTS ON BOTH DAYS  
SOCIAL MEDIA MARKETING FROM BUAS  
WEBSITE PROMOTION  
ADDITIONAL TICKETS AT REDUCED RATES

## KEY AREAS

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MAIN RING ATTRACTION  
SHOW CATALOGUE  
FOOD HALL & COOKERY THEATRE





# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSORSHIP - FROM £1,250

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8 ENTRANCE TICKETS  
6 COMPLIMENTARY LUNCHES IN MEMBERS MARQUEE  
4 FORWARD PARKING PASSES  
2 MAIN RING BANNER SPACES  
HALF PAGE COLOUR ADVERT IN CATALOGUE  
PA ANNOUNCEMENTS ON FRIDAY AND SATURDAY  
SOCIAL MEDIA MARKETING FROM BUAS  
WEBSITE PROMOTION  
ADDITIONAL TICKETS AT REDUCED RATES

## KEY AREAS

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BAKE & CREATE HALL  
CRAFT & GIFT MARQUEE  
AGRICULTURAL PLOTS  
PUBLIC CAR PARK & HANGING PASSES  
SHOW DANCE  
BUSINESS BREAKFAST







# SPONSORSHIP OPPORTUNITIES

## BRONZE SPONSORSHIP - FROM £500

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6 ENTRANCE TICKETS  
3 FORWARD PARKING PASSES  
2 SHOWGROUND BANNER SPACE  
WEBSITE PROMOTION  
ADDITIONAL TICKETS AT REDUCED RATES

## UNIQUE AREAS

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GOAT SECTION  
WILD FLOWER PLOTS  
BANDSTAND  
THE SHEEP SHOW  
OUTSIDE FOOD COURTS  
RABBITS SECTION  
SHEPHERD'S CROOKS TENT  
YOUNG FARMERS AREA  
CHILDREN'S DOG SHOW







# SPONSORSHIP OPPORTUNITIES

## LIVESTOCK BREED SECTION SPONSORSHIP FROM £150

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2 ENTRANCE TICKETS

1 FORWARD PARKING PASS

WEBSITE PROMOTION

INVOLVEMENT IN PRIZE GIVING

LOGO BESIDE CLASS SECTION IN THE SHOW PROGRAMME

## YOUNG HANDLERS SPONSORSHIP - £150

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YOUNG HANDLERS CATTLE

YOUNG HANDLERS SHEEP

2 ENTRANCE TICKETS

1 FORWARD PARKING PASS

WEBSITE PROMOTION

INVOLVEMENT IN PRIZE GIVING

LOGO BESIDE CLASS SECTION IN THE SHOW PROGRAMME

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For further information, please contact:

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# SPONSORSHIP OPPORTUNITIES

## BANNER ADVERT SPONSORSHIP - FROM £150

1 RINGSIDE BANNER

2 ENTRANCE TICKETS

1 FORWARD PARKING PASS

WEBSITE PROMOTION

## AREAS AVAILABLE TO SPONSOR

MAIN RING

CATTLE RINGS

SHOW ENTRANCE

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