



BORDER UNION SHOW 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



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SPONSORSHIP OPPORTUNITIES

GOLD SPONSORSHIP - FROM £2,500

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

MAIN RING ATTRACTION

SHOW CATALOGUE

FOOD HALL & COOKERY THEATRE





SPONSORSHIP OPPORTUNITIES

SILVER SPONSORSHIP - FROM £1,250

- 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

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





SPONSORSHIP OPPORTUNITIES

BRONZE SPONSORSHIP - FROM £500

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

UNIQUE AREAS

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





SPONSORSHIP OPPORTUNITIES

LIVESTOCK BREED SECTION SPONSORSHIP FROM £150

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

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





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 - £165
- CATTLE RINGS - £150
- WEST RING - £150

For further information, please contact:

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