Sioe Frenhinol Cymru
Royal Welsh Show

CAFC RWAS

18-21 Gorffennaf / July 2022

Cyfleoedd Noddi a Hysbysebu / Advertising & Sponsorship Opportunities

cafc.cymru
rwas.wales

#SioeFrenhinolCymru
#RoyalWelshShow

AMDANO'R SIOE FRENHINOL CYMRU
ABOUT THE ROYAL WELSH SHOW

Mae Sioe Frenhinol Cymru'n darparu rhywbeth i ddiddori pawb trwy'i hamrywiaeth eang o ddosbarthiadau da byw, sy'n denu mwy na 7,500 o gynigion o bob rhan o Gymru, y Deyrnas Unedig a gweddill Ewrop, yn ogystal â gweithgareddau yn cynnwys coedwigaeth, garddwriaeth, crefftau, chwaraeon cefn gwlad, bwyd a diod, stondinau masnach a rhaglen 12 awr bob dydd o adloniant, atyniadau ac arddangosfeydd cyffrous.

Rhowch ganol y llwyfan i'ch busnes a rhannwch yn ein llwyddiant a hyrwyddwch eich busnes trwy fanteisio ar un o'n cyfleoedd noddi a hysbysebu.

The Royal Welsh Show provides something to interest everyone through its wide range of livestock classes, attracting more than 7,500 entries from across Wales, the UK and the rest of Europe, as well as activities including forestry, horticulture, crafts, countryside sports, food and drink, tradestands and a 12-hour programme each day of exciting entertainment, attractions and displays.

Put your business centre stage and share in our success and promote your business by taking up one of our sponsorship and advertising opportunities.

DEWCH YN NODDWR DIGWYDDIAD
BECOME AN EVENT SPONSOR

Yn cyflenwi ein noddwyr â llwyfan i dynnu sylw atynt eu hunain a mynediad at gynulleidfa sylfaen o gwsmeriaid.

Rydym yn falch o fod â blynyddoedd o brofiad o weithio gyda chasgliad eang o fusnesau, gan ymfalchïo mewn gweithio gyda noddwyr i gynllunio pecynnau hysbysebu pwrpasol sy'n cwrdd â'u hanghenion busnes ac yn cyd-fynd â'u strategaethau marchnata.

Rydym yn dod â chi i gysylltiad â'n rhwydwaith cyn, yn ystod ac ar ôl y digwyddiad wrth inni eich helpu i gronni yn ein llwyddiant.

Dewch yn gefnogwr ffyddlon i'r Sioe Fenhinol Cymru, wrth inni eich cefnogi wrth feithrin adnabyddiaeth brand ac ymddiriedaeth defnyddwyr.

Providing our sponsors, with a platform to get noticed and access to an extensive customers base.

We are proud to have years of experience in working with a wide collection of businesses. Priding ourselves on working with sponsors to design bespoke advertising packages that meet their business needs and aligns with their marketing strategies.

Gain exposure to our network, before, during and after the event as we help you accumulate in our success.

Become a loyal supporter of the Royal Welsh Show, as we support you in building brand recognition and consumer trust.

34% of visitors are from a non-agricultural background

41% of visitors work in the agricultural industry

87% of visitors have previously attended the Show

Over **200,000** visitors

85% of visitors live in Wales

99% of visitors spent money at the Show

National television coverage over the four days

ASDA
Tŵr Sir Benfro
Pembrokeshire Tower
NatWest
ICE CREAM
SEMINOLES.

GWNEUD EICH BUSNES YN WELEDIG
GET YOUR BUSINESS SEEN

Gyda dros 200,000 o ymwelwyr â'r Sioe gwnewch yn siŵr nad ydych yn colli'r cyfleoedd i gyfarfod â chwsmeriaid a chleientiaid newydd ar ddechrau tymor dangos yr haf.

Manteision i'ch busnes...

- Cyrraedd at gynulleidfaoedd teledu eang trwy gyfrwng rhaglenni a gaiff eu darlledu cyn, yn ystod ac wedi'r digwyddiadau ar S4C, y BBC ac ITV.
- Arddangoswch eich brand i gwsmeriaid posibl ac ymwelwyr, enillwch y sylw y mae'ch busnes yn ei ddymuno.
- Lluniwch ymddiriedaeth yn eich brand trwy weithio mewn partneriaeth â brand Cymdeithas Amaethyddol Frenhinol Cymru, sy'n cael ei gydnabod yn rhyngwladol.
- Cyrhaeddwch gwsmeriaid newydd a'ch cwsmeriaid presennol i adeiladu eich sylfaen cleientiaid.
- Cynhyrchwch ymwybyddiaeth o'r brand trwy wneud y mwyaf o'n cyfleoedd golygyddol a'n cyfleoedd brandio.
- Manteisiwch ar ein Gwefan a'n hymgysylltiad â'r Cyfryngau Cymdeithasol.
- Hyrwyddwch / Hysbysebwch / Cynhwysiant o fewn cyhoeddiadau a datganiadau i'r wasg; gwneud y gorau o'n cysylltiadau a sylw yn y cyfryngau.
- Defnyddiwch docynnau'r Sioe a bathodynnau noddwr i gyfarfod ac ymgysylltu â'ch cwsmeriaid a noddwyr eraill wrth adeiladu eich rhwydwaith busnes.

With over 200,000 visitors to the Show be sure not to miss out on the opportunities to meet new customers and clients at the beginning of the summer showing season.

Benefits to your business...

- Reaching wide television audiences through programmes aired before, during and after the events on S4C, BBC and ITV.
- Showcase your brand to potential customers and visitors, gain the exposure your business desires.
- Build brand trust from working in partnership with our internationally recognised Royal Welsh Agricultural Society brand.
- Reach new and existing customers to build your client base.
- Generate brand awareness from maximising in our editorial and branding opportunities.
- Benefit from our Website and Social Media engagement.
- Promote / Advertise / Inclusion within publications and press releases; make the most of our contacts and media exposure.
- Utilise event tickets and sponsor badges to meet and engage with your customers and other sponsors in building your business network.

CYFLEOEDD HYSBYSEBU
ADVERTISING OPPORTUNITIES

Dangoswch bod eich brand yn cefnogi un o gymdeithasau amaethyddol mwyaf Ewrop a dewch yn rhan o sefydliad sy'n gwneud cyfraniad blaenllaw at ddatblygu amaethyddiaeth ac economi cefn gwlad Cymru a Phrydain Fawr ers 1904.

Align your brand with one of Europe's largest agricultural societies and become part of a foundation that has played a leading role in the development of agriculture and the rural economy in Wales and Great Britain since 1904.

Where can you feature

- Livestock and Equine Sections
- Fur & Feather Section
- Forestry
- Farriery Section
- Countryside Care and Pursuits
- Horticulture Classes and Section
- Ring Displays
- Bandstand Entertainment
- Vintage Machinery
- Functions and Luncheons
- Children's Wheelbarrow Competition

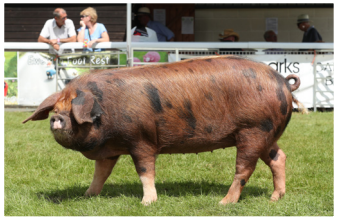
Gall pecynnau a chyfleoedd hysbysebu gael eu teilwra'n berffaith i gyd-fynd â'ch anghenion a'ch cyllideb. Pa un a ydych â diddordeb mewn rhoi hysbyseb mewn catalog, mewn noddi dosbarth da byw neu ddod yn brif noddwr yn ein digwyddiad, mae yna gyfle ar gael ar eich cyfer.

Advertising packages and opportunities can be tailor-made to suit your needs and budget. Whether you are interested in placing an advert in a catalogue, sponsoring a livestock class or becoming a main sponsor at our event, there is an opportunity available for you.

Dewch i gysylltiad fel y gallwn gynllunio pecyn ichi a dechrau hyrwyddo eich busnes.
Get in touch so we can design a package for you and start promoting your business.

Packages we offer

	£500 +VAT	£1,000 +VAT	£2,500 +VAT	£5,000 +VAT	£10,000 +VAT	£20,000 +VAT
Banners	0	1	3	5	10	15
Sponsors Badges	2	4	6	8	10	12
Admission Tickets	4	6	12	20	40	60
Official Luncheons	0	0	2	6	10	20
Meal Tickets	0	2	4	8	15	30
Forward Area Car Parking Pass	1	2	2	2	4	8
Complimentary Copies - Event Publications	1	1	1	1	1	1
Acknowledgement in official event publications (Programme & Catalogue)	✓	✓	✓	✓	✓	✓
Opportunity for publicity photographs	✓	✓	✓	✓	✓	✓
Use of hospitality area in the Sponsors' Pavilion and reserved seating in main grandstand	✓	✓	✓	✓	✓	✓
Opportunity to present prizes and awards (where appropriate)		✓	✓	✓	✓	✓
Privileged access into the competition ring during sponsored class/section (where appropriate)		✓	✓	✓	✓	✓
Commentator and tannoy announcements		✓	✓	✓	✓	✓
50% discount off advertising in official show programme and catalogue			✓	✓	✓	✓
Company logo and link on the official RWAS website			✓	✓	✓	✓
Ability to use 'Sponsor of RWAS' and logo on official advertising and joint branding				✓	✓	✓
Personalised social media promotion via the Society's Twitter and Facebook accounts				✓	✓	✓
Promotion in relevant press release (pre and post event)				✓	✓	✓
Editorial and branding in Society's digital newsletter					✓	✓
Opportunity to aquire a premium ringside stnad space (subject to availability)					✓	✓
Free reservation of meeting room with WIFI access during the event (subject to availability)					✓	✓
Free full page colour advert in the official show programme						✓
Opportunity for two guests to spend time in the main ring grandstand President's Box						✓
VIP tour of the Show						✓
Opportunities for media coverage and advertising segments on digital screens (if available)						✓
Other activation opportunities for brand awareness, advertising and sales						✓



BETH NESAF WHAT NEXT

I gael mwy o wybodaeth am becynnau hysbysebu sydd ar gael cysylltwch â'n tîm hysbysebu os gwelwch yn dda.

Edrychwn ymlaen at eich croesawu i'r Sioe Frenhinol Cymru ac at ddod yn bartner gwerthfawr.

For more information on advertising packages available and bespoke opportunities please contact our sponsorship team.

We look forward to welcoming you to the Royal Welsh Show and becoming a valued partner.

01982 553683

sponsorship@rwas.co.uk

Royal Welsh Agricultural Society
Royal Welsh Showground
Llanelwedd
Builth Wells
Powys
LD2 3SY

Sioe Frenhinol Cymru
Royal Welsh Show
Gorffennaf 18 – 21 July

Cymdeithas Amaethyddol Frenhinol Cymru
Royal Welsh Agricultural Society

Sponsorship Opportunities

Cattle Section

Beef – British Charolais Cattle Section	Monday 9:00am	£2,500 + VAT
Beef – British Blue Cattle Section	Monday 9:00am	£2,500 + VAT
Dairy - Young Cattle Handlers' Competition	Thursday 9:30am	£1,750 + VAT

Sheep Section

Sheep Breeds General	Monday, Tuesday & Wednesday	£1,000 + VAT

Open Fleece Competition

Judging Monday 12 noon, Presentation	Tuesday 4:00pm	£500 + VAT

Pigs Section

Any other Traditional Breed of Pigs	Tuesday 8:30am	£750 + VAT
Berkshire Pig Section	Tuesday 8:30am	£500 + VAT
British Lop Pig Section	Tuesday 8:30am	£350 + VAT
Gloucestershire Old Spot Pig Section	Tuesday 8:30am	£350 + VAT
Oxford and Sandy Black Pig Section	Tuesday 8:30am	£350 + VAT
Welsh Pigs Section	Monday 9:00am	£750 + VAT

Dairy Goats Section

Complete Section	Monday - Thursday	£3,500 + VAT

(Section or Breed sponsorships can be arranged)

Equine Section

Hunters Breeding	Monday	Horse Ring	£1,000 + VAT
Leading Rein & First Ridden	Wednesday	Horse Ring	£750 + VAT
Mountain and Moorland Working Hunter Ponies	Thursday	Horse ring	£1,250 + VAT
Palominos	Tuesday	Horse Ring	£1,500 + VAT
Pony Trekking	Wednesday	Horse Ring	£700 + VAT
Private Driving	Wednesday	Horse Ring	£1,000 + VAT
Retraining of Racehorses (Ridden Class Main Ring, Jumping Class Horse Ring)	Monday	Main Ring & Horse Ring	£800 + VAT
Ridden Mountain and Moorland Ponies (Three Classes & Championship)	Thursday	Horse Ring	£1,000 + VAT
Riding Ponies Breeding	Tuesday	Horse Ring	£1,500 + VAT
Shetland Ponies	Monday	Horse Ring	£1,750 + VAT
Show Hunter Ponies	Tuesday	Horse Ring	£1,000 + VAT
Show Hunter Ponies Breeding	Tuesday	Horse Ring	£750 + VAT
Welsh Mountain Ponies (Section A) Under Saddle	Wednesday	Horse Ring	£500 + VAT
Welsh Ponies (Section B) (Three Senior Classes)	Thursday	Main Ring	£750 + VAT
Welsh Ponies Leading Rein & First Ridden - Championship	Wednesday	Horse Ring	£250 + VAT
Welsh Ponies (Cob Type) Under Saddle	Monday	Main Ring	£500 + VAT
Welsh Cobs (Section D) Under Saddle (Two classes)	Monday	Main Ring	£500 + VAT
Working Hunter	Monday	Horse Ring	£500 + VAT

Shearing Section

Six Nations Woolhandling Team Championship	Monday	£1,000 + VAT
Wales v France Machine Shearing Test Match	Wednesday	£2,000 + VAT

Other Opportunities

Main Ring Displays:

King's Troop, RHA	£20,000 + VAT
Paul Hannam Quad Bike Stunt Show	£15,000 + VAT
Regimental Band of the Royal Welsh	£15,000 + VAT
Meirion Owen and the Quack Pack	£3,500 + VAT
Black Mountains Falconry Display	£3,500 + VAT
Trotting	£3,000 + VAT
Parade of the Hounds	£1,000 + VAT

Displays/Performances:

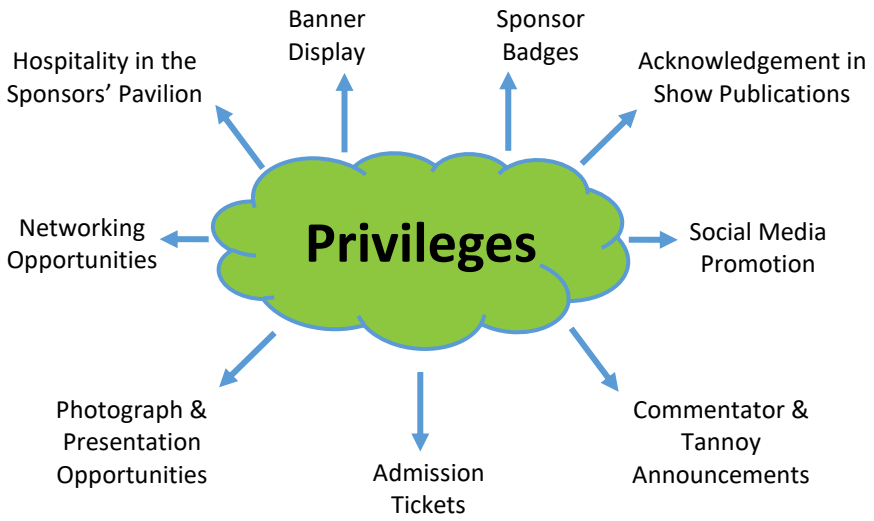
Bandstand Entertainment	£1,250 - £7,000 + VAT
Welsh Sheeptacular	£4,000 + VAT
Vintage Machinery Display	£3,000 + VAT
Sheepdog Trials – Various competitions	£1,000 + VAT

Functions:

Official Luncheon - Tuesday	£5,000 + VAT
CARAS Function – Tuesday evening	£3,500 + VAT

Competitions:

Horticulture - Classes and Sections	Variable costs
Farriery, Ornamental Ironwork & Live Wrought Ironwork Classes	£1,000 + VAT
Countryside Care / Country Pursuits Section: Casting Competition	£1,000 + VAT
Forestry Section – Pole Climbing & Wood Chopping Competitions	£1,000 + VAT



Royal Welsh Show Sponsorship Packages

Sponsorship packages and opportunities can be tailor-made to suit your needs and budget, but here are a few examples of the types of packages on offer:

Sponsor entitlements:	£500	£1,000	£2,500	£5,000	£10,000	£20,000
Banners	0	1	3	5	10	15
Sponsors Badges	2	4	6	8	10	12
Admission Tickets	4	6	12	20	40	60
Official Luncheons	0	0	2	6	10	20
Carvery Meal Tickets	0	2	4	8	15	30
Forward Car Pass	1	2	2	2	4	8
Complimentary Copies – Event publications	1	1	1	1	1	1
Other sponsor privileges and benefits:						
Acknowledgement in official show programme (over 20,000) and catalogue (over 3,500)	✓	✓	✓	✓	✓	✓
Opportunity for publicity photographs	✓	✓	✓	✓	✓	✓
Use of hospitality area in the Sponsors' Pavilion and reserved seating in main grandstand	✓	✓	✓	✓	✓	✓
Opportunity to present prizes and awards (where appropriate)		✓	✓	✓	✓	✓
Privileged access into the competition ring during sponsored class/section (where appropriate)		✓	✓	✓	✓	✓
Commentator and tannoy announcements		✓	✓	✓	✓	✓
50% discount off advertising in official show programme and catalogue			✓	✓	✓	✓
Company logo and link on the official RWAS website			✓	✓	✓	✓
Ability to use 'Sponsor of RWAS' and logo on official advertising and joint branding				✓	✓	✓
Personalised social media promotion via the Society's Twitter and Facebook accounts				✓	✓	✓
Promotion in relevant press release (pre and post event)				✓	✓	✓
Editorial and branding in Society's digital newsletter					✓	✓
Opportunity to acquire a premium ringside stand space (subject to availability)					✓	✓
Free reservation of meeting room with WiFi access during event (subject to availability)					✓	✓
Free full page colour advert in the official show programme						✓
Opportunity for two guests to spend time in the main ring grandstand President's Box						✓
VIP tour						✓
Opportunities for media coverage and advertising segments on digital screens (if available)						✓
Other activation opportunities for brand awareness, advertising and sales						✓

✧ Please note that package privileges are adjustable within the sponsorship value entitlements ✧

Other advertising and promotional sponsorship opportunities are available

Please contact the Office on sponsorship@rwas.co.uk 01982 554410 for more information.

CAFC RWAS