

# Gŵyl Tyddyn a Chefn Gwlad Smallholding & Countryside Festival



18 - 19 Mai / May 2024



Cyfleoedd Noddi a Hysbysebu / Advertising & Sponsorship Opportunities

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*#GwylTyddyn  
#SmallholdingFestival*

# AMDANO'R WYL TYDDYN A CHEFN GWLAD

## ABOUT THE SMALLHOLDING & COUNTRYSIDE FESTIVAL

Mae'r Wyl ddeuddydd yn ddathliad o dyddyn a bywyd gwledig.

Gyda rhaglen lawn cyffro o adloniant, gweithgareddau rhoi cynnig arni addysgol, gweithgareddau i blant, arddangosfeydd da byw, gŵyl fwyd, arallgyfeirio busnesau gwledig a'r gorau o arddio.

Mae'r digwyddiad blynyddol yn arddangos yr elfennau gorau o fywyd cefn gwlad a'r gorau o'r hyn sydd gan gefn gwlad i'w gynnig.

**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 two-day Festival is a celebration of smallholding and rural life.

With an action-packed programme of entertainment, educational have-a-go activities, activities for children, livestock exhibits, a festival of food, rural business diversification and the best of gardening.

The annual event showcases the finest elements of rural life and the best of what the countryside has to offer.

**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 Wyl Tyddyn a Chefn Gwlad, 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 Smallholding & Countryside Festival, as we support you in building brand recognition and consumer trust.

**45%** of visitors are from a non-agricultural background

**98%** of visitors attended with friends or family members

**68%** of visitors have previously attended the Festival

**20,000** attended the 2019 Festival

**84%** of visitors live in Wales

**78%** of visitors felt the Festival was good value for money









# GWNEUD EICH BUSNES YN WELEDIG GET YOUR BUSINESS SEEN

Gyda dros 20,000 o ymwelwyr â'r Wyl 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...

- 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 Wyl a bathodynnau noddwr i gyfarfod ac ymgysylltu â'ch cwsmeriaid a noddwyr eraill wrth adeiladu eich rhwydwaith busnes.

With over 20,000 visitors to the Festival 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...

- 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

Mae i'r Wyl Tyddyn a Chefn Gwlad lawer o gyfleoedd ichi hysbysebu trwy ein digwyddiad.

Rydym yn creu pecynnau pwrpasol i gwrdd â'ch amcanion busnes, pa un a oes arnoch eisiau hysbysebu fel prif noddwr neu hyrwyddo yn ein hadran dda byw.

Mae'r Wyl yn ymfalchïo mewn casgliad o feysydd y gellwch roi lle amlwg i'ch brand ynddynt.

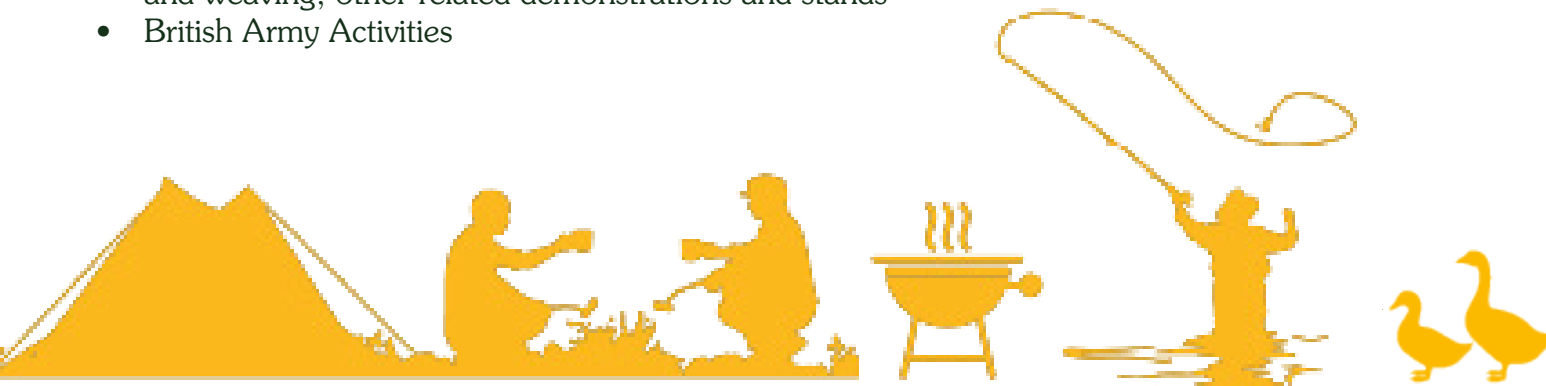
The Smallholding & Countryside Festival has numerous opportunities for you to advertise through our event.

We build bespoke packages to meet your business objectives, whether you want to advertise as a headline sponsor or promote in our livestock section.

The festival boasts a collection of areas in which you can feature your brand.

## Where can you feature

- Smallholder Centre
- Food Hall & Street Food areas
- Livestock competitions and Breed Stands
- Equine competitions including Show jumping and farriery
- Display Ring
- Country Life area including the bandstand Premier Open Dog Show, Forestry competitions, Country & Sports Activities, British Association of Shooting and Conservation competitions and demonstrations
- Craft and Educational Hall
- Wool Zone – woolhandling competition, blade shearing and woolhandling demonstrations, spinning and weaving, other related demonstrations and stands
- British Army Activities



## Packages we offer

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.

	Celtic	Leek	Daffodil	Harp	Dragon	Castle
	£250+VAT	£500+VAT	£1,000 +VAT	£2,500+VAT	£5,000+VAT	£10,000+VAT
Banners	2	2	4	6	10	15
Sponsors Badges		2	4	6	8	10
One day Admission Tickets		4	6	14	24	45
Forward Car Pass for selected day/s			2	4	6	8
Complimentary Copy - Event publications		✓	✓	✓	✓	✓
Acknowledgement in Official event publications	✓	✓	✓	✓	✓	✓
Opportunity for publicity photographs	✓	✓	✓	✓	✓	✓
Opportunity to present prizes and awards (where appropriate)		✓	✓	✓	✓	✓
Commentator and tannoy announcements with pre-agreed text			✓	✓	✓	✓
Company logo and link on the official RWAS website			✓	✓	✓	✓
Ability to use 'Sponsor of RWAS Festival' and logo on official advertising and joint branding				✓	✓	✓
Personalised social media promotion via the Society's X and Facebook accounts				✓	✓	✓
Promotion in relevant press release (pre and post event)					✓	✓
Editorial and branding in Society's digital newsletter					✓	✓
Free reservation of meeting room with WiFi access during event						✓
VIP tour of the Festival						✓
Company Logo on Rosettes						✓
Other activation opportunities for brand awareness, advertising, and sales						✓

**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.**





# 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 Wyl Tyddyn a Chefn Gwlad 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 Smallholding & Countryside Festival and becoming a valued partner.

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