



Could you help us create a Celebration of Welsh Agriculture Display at the 2024 Royal Welsh Show?

Background

We are seeking expressions of interest from creative directors and/or production companies to work with us to produce an ambitious “Celebration of Welsh Agriculture Display” at the 2024 Royal Welsh Show.

In 2024, the Royal Welsh Agricultural Society (RWAS) will be celebrating its 120th anniversary and to mark this important milestone, we want to create an original main ring display to wow the crowds and make an impact at the show.

The Brief

- The display must be fast-moving, entertaining and educational to grab the public’s attention.
- The display is to be in the region of 20 to 30 minutes in length and will take place once a day during the 4-day show (Monday 22nd to Thursday 25th July 2024).
- The display presents an opportunity to look back to celebrate our farming heritage and also to look forward to the future.
- Elements of the display should portray or celebrate our feature county for 2024; Ceredigion.
- No paid acts are to be used, only volunteers (we have links with volunteer groups to help).
- All music must be original.

A fixed budget of £20,000 is available to cover the total cost of the display.

Expressions of Interest

To express an interest, please send us a written submission outlining your vision for the display, examples of previous work and a methodology for taking the display from concept to reality.

Please consider how you could potentially work with schools to make sure the display has a lasting legacy in educating young people on food and farming.

The chosen creative director/production company will have the opportunity to work closely with us and see how this year’s show operates in order to consider the logistics in staging the display in 2024. Please note that the RWAS will require, at the development stage, a full working script and full costings. Furthermore, all rights will remain with the RWAS together with editorial control.

Initially, the contract will be awarded for one year only. However, there is the potential of a further two-year extension to stage a similar display in 2025 and 2026. For your information, the feature counties for 2025 and 2026 will be Caernarfon and Breconshire respectively.

All expressions of interest must be submitted via email to the Chief Executive, Aled Rhys Jones, on chiefexecutive@rwas.co.uk by Monday, 24th April 2023.