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**Cymdeithas Amaethyddol  
Frenhinol Cymru**  
Llanelwedd  
Llanfair-ym-Muallt  
Powys LD2 3SY

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



## 2023 Royal Welsh Show Promo Video

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### Objective

We are seeking expressions of interest from creative directors and/or production companies to work with us to produce an ambitious promotional video ahead of the 2023 Royal Welsh Show.

The objective of the video is to attract newcomers to the Show, and to illustrate how there is something for all types of people to enjoy. We want the Royal Welsh Show to be a diverse and inclusive event, where everyone is welcome.

The Royal Welsh Show is first and foremost an agricultural show, however, this video is to attract people who may not necessarily be from a farming background and to portray all the other exciting elements of the event. We aim for the video to boost preshow ticket sales.

We are fortunate to have previously filmed high-quality footage from the 2023 Royal Welsh Show, that if requested can be used in conjunction with new footage, voiceovers, and music to create a dynamic and vibrant promotional video (*Credit: Tremio*).

### Brief

- The video must be fast-moving, entertaining, and lively to grab the audience's attention.
- The video will be 60 seconds long, with a shorter 30, 15 and 7 second version also.
- The video will be shared through a digital marketing campaign, via stakeholders, organisations, and social media influencers over a 4-week period building up to the Show.
- The video must portray the various elements of the Royal Welsh Show (entertainment, food and drink, sports, shopping, live music, competitions, socialising, networking, family-friendly).
- The video must be inclusive, showing people of various ethnicities, backgrounds, ages, abilities, and genders.
- The video will show a range of different regional accents from across Wales and beyond.
- The video will be bilingual using both Welsh, English and sign language.
- The Royal Welsh Agricultural Society will own the completed video and all video footage and audio.
- Provide still images and quotes taken during filming.
- The video will need to be completed by **Friday 23rd June 2023**.

### Budget

A fixed budget of £5,000 is available to cover the total cost of creating the video.

### Expressions of Interest

If you would like to discuss the opportunity further, please contact the Head of Business, Clare James, on 07917318902.

All expressions of interest must be submitted via email to [clare@rwas.co.uk](mailto:clare@rwas.co.uk) by Monday, 29<sup>th</sup> May 2023.

### Examples of inspiring videos

- <https://www.wales.com/randomacts>
- [https://youtu.be/liQ\\_vU7VFb8](https://youtu.be/liQ_vU7VFb8)
- <https://www.instagram.com/reel/Ck1GIB0I5DZ/?igshid=MDJmNzVkMjY%3D>