

Sioe Frenhinol Cymru Royal Welsh Show



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 ddsbarthiadau 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, crefftiau, 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





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 bathodynau 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 noddï 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 acquire a premium ringside stand 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



Cymdeithas
Amaethyddol
Frenhinol
Cymru

Royal
Welsh
Agricultural
Society



Sioe Frenhinol Cymru – Royal Welsh Show 2022

Sponsorship and Advertising Opportunities

Livestock Section

Choose to advertise and support a wide variety of livestock classes, from cattle, sheep, pigs, goats and equine. The Royal Welsh Show has over 8000 livestock entries from across the UK. By supporting a livestock section your business will be promoted in the livestock schedule viewed by all exhibitors, you will be announced as a sponsor during the event and have photograph opportunities to present prizes to the section winners.

Cattle Section

Beef – Fitzhugh Championship £2,000 + VAT

Sheep Section

Sheep Breeds General £2,000 + VAT

Pigs Section

Berkshire Pig Section £500 + VAT

Middle White Pig Section £500 + VAT

Welsh Pigs Section £750 + VAT

Dairy Goats Section

£3,500 + VAT

Equine Section

Coloured Horses & Ponies £1,750 + VAT

Hunters Breeding £1,000 + VAT

Hunters Riding £1,000 + VAT

Leading Rein & First Ridden £750 + VAT

Mountain and Moorland Working Hunter Ponies £1,250 + VAT

Palominos £1,500 + VAT

Pony Trekking £700 + VAT

Private Driving £1,000 + VAT

Riding Ponies Breeding £1,500 + VAT

Show Hunter Ponies £1,000 + VAT

Show Hunter Ponies Breeding £750 + VAT

Welsh Mountain Ponies (Section A)
(Junior & Senior classes & Championship) £3,000 + VAT

Under Saddle	£500 + VAT
Welsh Ponies (Section B)	
(One Junior Class)	£250 + VAT
(Three Senior Classes)	£750 + VAT
Welsh Ponies Leading Rein & First Ridden Championship	£250 + VAT
Welsh Ponies (Cob Type) Under Saddle	£500 + VAT
Welsh Cobs (Section D)	
(Senior Classes & Championship)	£2,250 + VAT
Under Saddle (Two classes)	£500 + VAT
Royal Welsh In Hand Championship	£1,500 + VAT

Fur & Feather Section

Get involved and showcase your business in the busy Fur and Feather Section featuring small animals from chickens, cats and hamsters. This bustling section has 4 days' worth of different exhibitors, meaning your business will have vast exposure, get seen in the schedules and Societies publications.

Poultry, Rabbits, & Cavies	£500 + VAT
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Forestry Competition

Promote your business in the forestry area, showcasing to competitors, the public and other businesses. With promotional opportunities of banners, featuring in the competitions list and photograph opportunities with competitors.

Wood Chopping Competitions	£1,000 + VAT
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Farriery Section

Feature your business in the popular Farriery section, gain exposure to the general public and other businesses by banners, acknowledgment in Society publications and be included in section announcements.

Farriery, Ornamental Ironwork & Live Wrought Ironwork Classes	£1,000 + VAT
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Countryside Care / Country Pursuits Section

Promote your brand in the Countryside area and be seen in the advertising of Countryside competitions. Be involved in having photographs with winning competitors and be heard over tannoy announcements.

Casting Competition	£1,000 + VAT
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Horticulture Classes and Section

Appear in the well supported Horticulture area, promote your business by sponsoring classes or sections. Feature in event publications, display banners to endorse your business and have photographs with competitors.

Variable available £250 - £2,000

Ring Displays

Be part of announcements heard around the rings during displays, be acknowledged in publications and press releases. Be involved in photograph opportunities and have your company branding in the rings.

The King's Troop	£20,000 + 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
Welsh Sheeptacular	£4,000 + VAT
Trotting	£3,000 + VAT

Bandstand

Entertain the public and get your branding seen in the bandstand area. Gain exposure to passing public and those who stop to watch, display your banners and be part of announcements.

Bandstand Entertainment	£1,250 - £7,000 + VAT
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Vintage Machinery

Feature in the vintage area by highlighting your brand amongst an impressive display. Be showcased in front of a target audience and wider public, feature on our website and receive acknowledgement in Society publications.

Vintage Machinery Display	£3,000 + VAT
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Functions and Luncheons

Put your business at the centre of the room in sponsoring Functions and Luncheons, have your brand announced as a supporter and your logo featured throughout publications. Take up photograph opportunities and prospects of sharing your branding through meals and hosting.

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

Children's Wheelbarrow Competition

Feature in the Children's Horticulture Decorated Wheelbarrow Competition and promote your business, with representatives from the winning school being invited to attend the Show. Your business will have vast exposure being included in promotion of the competition and photograph opportunities. The 2022 theme is 'Toy Story'.

Children's Wheelbarrow Competition

£1,000 + VAT