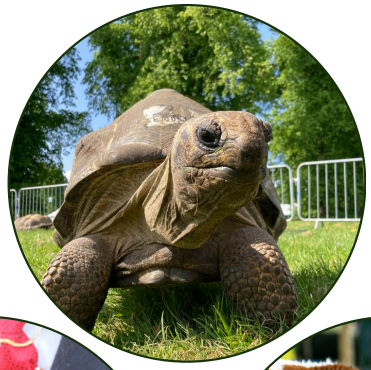
Sponsorship Opportunities



Supporting Tynedale Agricultural Society in delivering a one day event to promote and develop education about Agriculture, farming & food production

Why Sponsor?

Becoming a sponsor of Northumberland County Show is more than just supporting an event — it's an investment in our region's community, heritage, and future. As one of the North East's most popular annual gatherings, the Show attracts over 25,000 visitors from across the county and beyond, offering sponsors exceptional visibility and connection with a broad audience.

The Show is a registered charity organised by Tynedale Agricultural Society, with all proceeds reinvested into supporting local charities. Becoming a sponsor, you're not only promoting your business but also helping to preserve and celebrate the county's farming traditions, local produce, and community spirit.

The show can provide you with a platform to ensure your brand stands out, connecting you with thousands of visitors, exhibitors, and local businesses. Sponsors can gain high-impact visibility through the Show's social media platforms, reaching engaged audiences before, during, and after the event. With over 14,000 followers, targeted posts, live updates, and interactive campaigns showcase sponsor brands to thousands, driving awareness, engagement, and measurable results beyond the Show itself.

Charity Number: 1120037

Marketing Opportunities

We offer affordable, bespoke partnership packages designed to help your organisation reach a highly engaged audience with targeted, meaningful impact. Packages can be easily designed for your budget and include a trade stand or hospitality.

Your partnership helps us promote education, careers in land-based industries, and excellence in sustainable food production and livestock husbandry. Together, we can champion our region's rich rural heritage, strengthen our communities, and inspire a deeper connection to food, farming, and the countryside we all share.

Class Sponsorship

Our class sponsorship offers you the chance to become involved with the show and receive acknowledgement in the schedule and show guide. You will receive two admission tickets to enjoy show day and a link from our website to yours.

from £100

Advertising

Advertising in the show schedule & show guide is a great way to reach a highly engaged, rural-focused audience. The guide is read and kept by thousands of visitors who value farming, countryside life, and local business. It offers affordable, targeted exposure, builds credibility through association with a trusted community event, and helps drive direct sales and brand awareness long after show day. Advertsising ranges from half-full page adverts in colour or mono and we can help with design if needed

£100 - £200

Rosettes & Banner Sponsorship

Banners can be positioned around the show site as requested. Rosettes will be printed with you company name.

Banners - £50

Road Signs - £50

Rosettes - £25

Bronze Sponsorship

£250 - £500

Sponsorship options include some Championships, groups of classes, specific breeds, trade stand competitions & small visitor attractions.

As a Bronze Partner:

- Recognition in the schedule & show guide
- Recognition in the livestock catalogue (if sponsorship a breed)
- Recognition in the show guide
- Acknowledgement on our website with logo & link to your website
- 4 Complimentary admission badges including access to the members marquee
- 2 Vehicle passes for forward parking
- Access to our VIP exclusive area

Silver Sponsorship

£600 - £1000

Sponsorship options include medium attractions, marquees and selected Livestock sections

As a Silver Partner:

- Receive recognition in the schedule & show guide
- Recognition in the livestock catalogue (if sponsoring breeds)
- Receive recognition in the show guide
- Acknowledgement on our website with logo & link to your website
- Optional Trade Stand (size & position to be agreed)
- 6 Complimentary admission badges with access to the member's marquee
- 6 Complimentary lunches in the Member's marquee
- 3 Vehicle passes for forward parking
- 2 Ringside Banners
- Access to our VIP exclusive marquee

Gold Sponsorship

£1100 - £2500

The Gold Partnership offers outstanding opportunities for businesses seeking high-profile exposure. As a Gold Partner, your business will enjoy prominent branding across show materials, social media promotion, programme and website recognition,hospitality options to entertain clients and optional trade stand position.

Sponsorship options include main area attractions, dog show, facilities & displays.

As a Gold Partner:

- Recognition in the schedule & show guide
- Recognition in the livestock schedule if sponsoring breeds
- Acknowledgement on our website with logo & link to your website
- Optional Trade Stand (size & position to be agreed)
- Trade Stand electricity if required
- 8 Complimentary admission badges with access to the Member's marquee
- 8 Complimentary delicious 2 course lunches in the Member's marquee
- 4 Vehicle passes for forward parking
- 3 Ringside Banners
- Advert in our show schedule
- Advert in our show guide
- Access to our VIP exclusive marquee

Principle Partnership

£3500 - £4000

Becoming a Principal Partner of the Show is a powerful way to showcase your commitment to the community while gaining premium exposure at one of the North East's biggest and most celebrated rural events.

Sponsorship options include main sections and championships, awarding prizes to champions and hospitality packages.

As Principal Partner:

- Recognition in the schedule & show guide
- Recognition in the livestock schedules
- Acknowledgement on our Website with logo & link to your website
- 15 Complimentary admission badges with access to the Member's marquee
- 15 Complimentary 2 course lunches in the Member's Marquee
- 7 Vehicle passes for forward parking
- 6 Ringside Banners
- Advert in our show schedule
- Advert in our show guide
- Half Page editorial in the Show Guide
- VIP Afternoon Tea invitations to our VIP marquee
- Indoor or Outdoor Trade Stand in premium position (size as required)
- Electricity for Trade Stand as required
- Press and Social Media Package, including social media take over days in the run up to show day
- Access to our VIP exclusive marquee with the opportunity of a private breakfast or meeting time.
- Additional complimentary guest tickets at discounted rates.

Our Charities

Your support ensures this much-loved charitable event continues to thrive, showcasing the best of Northumberland while making a meaningful difference to the people who call it home.

Charities we support:

RABI, Blood Bikes, Great North Air Ambulance,
Prostate Cancer, Breast Cancer Now, Macmillan Cancer Support,
The Country Trust & Brain Tumour Research.
Alzheimers Society, Holly's Hope, Here4Horses,
Stepney Bank Stables, Alhambra Tortoises,
St Oswalds Hospice, Willowburn Hospice,
Papyrus, NDAS, MIND,
Pet Blood Bank, Newcastle Dog & Cat Shelter
& many others!

Bursaries:
Each year we award up to three Agricultural Students a bursary to help support their studies, in exchange the students are requested to help us by volunteering at the show.

"It's a brilliant way to meet our clients in an informal setting." - Principal Partner

"There is always a great atmosphere, and everyone is so friendly." - Trader

"The Northumberland County Show attracts a really high standard of competitor, and the judges are superb." - Equestrian

"With so much to see and do, and the big variety of attractions, this is a great day out for my family. Where else can you go to see cows and sheep close up, eat your way round a food festival, drink a pint while watching a tug of war competition, and all the kids can go to a fun fair too. It's fantastic!" - Visitor with family

sponsorship@northcountyshow.co.uk
Tel: 01434604216 - Mob: 07526304712

Northumberland County Show
Hexham Auction Mart, Tyne Green, Hexham
Northumberland, NE46 3SG
www.northcountyshow.co.uk