



BATH & WEST

THE DAIRY SHOW



THE FUTURE OF DAIRY

**SUPPORTING BRITISH FARMERS
FOR OVER 40 YEARS**

**1
OCTOBER
2025**



2025 SPONSORSHIP OPPORTUNITIES

**MEDIA
PARTNERS**

**Farmers
Guardian™**

DairyFarmer™
Powered by **FarmersGuardian**

**HEADLINE
SPONSORS**



SPONSORSHIP OPPORTUNITIES:

We offer a range of sponsorship opportunities all designed to enhance your brand awareness. This is delivered through our online and offline channels as well as presence at The Dairy Show. Complimentary tickets and hospitality can also be included. The stated packages can all be tailored to meet your budgets and requirements.



SHOW SPONSOR | £10,000

The high-profile Show Sponsors package can increase your company's brand awareness not just on the Show day itself but in advance online and through print including your logo to appear on any advertisements appearing in many major agricultural publications.

BRAND AWARENES

- Company logo to appear on The Dairy Show website, visitors welcome document and any relevant Dairy Show literature
- Company logo to be included on all Dairy Show adverts which feature in major publications, including Farmers Guardian and Dairy Farmer
- Complimentary full page advert in cattle schedule
- Company logo to be included on welcome document visitors receive at The Dairy Show entrances
- 150 words on The Dairy Show website
- Acknowledgement of company in any relevant press releases issued by The Dairy Show
- 100 words for PA Announcements to be read out in the Cattle Ring during The Dairy Show
- Company logo on sponsors acknowledgement signage at the public entrances
- 1 x flag space to be placed on the vertical flagpoles located on the periphery of the showground, visible to passing traffic (flag to be supplied by sponsor)
- Banner advertising space at each of the two Dairy Show public entrances (banners to be provided by sponsor)
- Branding around the cattle Judging Rings, including:
 - Logo on Sponsors planters
 - Logo on drop down ceiling banners in the Showering Pavilion (above the Cattle Rings)
- Two banner spaces to go on the Showering Pavilion balcony, overlooking the Cattle Ring (banners to be supplied by sponsor)

TICKET ALLOCATION

- 25 x Complimentary Dairy Show Tickets
- 8 x Complimentary lunch tickets to be used in the Wessex Pavilion

PROGRAMME SPONSOR | £3,000

The Dairy Show Programme is FREE and is handed out to all visitors on arrival at each of the entrances to the Show (approx. 5000 copies printed & handed out).

BRAND AWARENESS

- Sponsors Name on the front cover of the programme (5,000 given out at Show Entrances)
- Supplement inside supplied by sponsor
- Company logo to appear on The Dairy Show website, including logo and web link and link supplement
- Acknowledgement on The Dairy Show social media
- 1 x Banner at Yellow Gate (supplied by sponsor)
- 1 x Banner at Green Gate (supplied by sponsor)
- PA announcements in the Cattle Ring (100 words to be supplied by sponsor)
- 20 x complementary Dairy Show tickets
- 4 x Complimentary lunch tickets to be used in the Wessex Pavilion

CATTLE RING SPONSOR | £3,000

The Show Rings are in the heart of The Dairy Show in the Showering Pavilion. The Cattle Ring hosts all the Cattle classes on the evening before the Show and on the day.

BRAND AWARENESS

- Cattle Ring naming rights "*Sponsor's Name Cattle Ring*", shown on the timetables and the show information

Livestock Schedule:

- Logo acknowledgement
- Ring to be referred to as "*Sponsor's Name Cattle Ring*"
- Company logo included on the welcome document visitors receive at The Dairy Show entrances
- Company logo to appear on The Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- Branding opportunity in the Cattle Ring
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)

TICKET ALLOCATION

- 20 x Complimentary Dairy Show tickets
- 6 x Complimentary lunch tickets to be used in the Wessex Pavilion

ASSOCIATE SHOW SPONSOR | £2,000

The associate Show Sponsor package offers high level branding across numerous online, and onsite channels

BRAND AWARENESS

- Complimentary full-page advert in the Cattle Schedule
- Company logo included on the welcome document visitors receive at The Dairy Show entrances
- Company logo to appear on The Dairy Show website, including logo and web link
- Trade stand location shown on the show map
- Banner advertising space for two banners (3m x 1m) to be agreed in a prominent location at the Show (banner to be supplied by sponsor)
- Company logo on sponsors acknowledgment signage at the public entrances
- Acknowledgement on Dairy Show social media

TICKET ALLOCATION

- 20 x Complimentary Dairy Show tickets
- 6 x Complimentary lunch tickets to be used in the Wessex Pavilion

AGRI FORUM SPONSOR | £1,500

The Agri Forum is a permanent building prominently located on Avenue B. the Agri Forum will feature a panel discussion covering a whole host of Dairy industry related topics.

BRAND AWARENESS

- Company logo included on Agri Forum timetable, to appear on The Dairy Show website, social media and visitor welcome document
- Logo on Agri Forum Signage
- Company logo to appear on The Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)

TICKET ALLOCATION

- 10 x Complimentary Dairy Show tickets
- 6 x Complimentary lunch tickets to be used in the Wessex Pavilion

PAVILION SPONSORSHIP

SHOWERING PAVILION | £2,000

The Showering Pavilion is the largest pavilion at the Dairy Show. The Cattle Ring is located inside this pavilion, along with up to 30 + trade stands, located on the ground floor. Access to Wessex Pavilion Bar & Restaurant can also be gained via the Showering Pavilion.

BRAND AWARENESS

- Pavilion naming rights '*Sponsor's Name Showering pavilion*'
- Company logo shown on the show map
- The stands within the Showering Pavilion to have an entry on the website with their location to state '*sponsor's name Showering pavilion*'
- Company logo to appear on The Dairy Show website, including logo and web link
- Acknowledgment on Dairy Show social media
- Company logo on sponsors acknowledgement signage at the public entrances
- Banner advertising space to go outside the Showering Pavilion 1m x 3m (to be supplied by sponsor)
- Sponsors flags to hang from the roof in the Showering Pavilion (to be supplied by sponsor)
- Opportunity for sponsors arch or other branding at the entrance of the showering pavilion, if provided and installed by the sponsor
- An advert in the show programme

TICKET ALLOCATION

- 20 x Complimentary Dairy Show Ticket
- 6 x Complimentary lunch tickets to be used in the Wessex Pavilion

PAVILION SPONSORSHIP

EDMUND RACK, EXMOOR 1 & 2, MENDIP OR SEDGEMOOR PAVILION | £1,500

The Edmund Rack Pavilion is located near the yellow entrance and is available for 50 of our longest standing trade stands. Opposite Edmund Rack is the Mendip Hall (to house cattle) and Sedgemoor Hall (to house cattle). Exmoor 1 & 2 are centrally located, on Avenue B.

BRAND AWARENESS

- Pavilion naming rights '*sponsor's name pavilion*'
- Company logo shown on the show map
- The stands within the sponsored pavilion to have an entry on the website, including logo and weblink
- Acknowledgement on The Dairy Show social media
- Company logo on sponsors acknowledgement signage at the public entrances
- Feather flags (to be supplied by the sponsor)

TICKET ALLOCATION

- 10 x Complimentary Dairy Show Tickets
- 6 x Complimentary lunch tickets to be used in the Wessex Pavilion

PAVILION HIRE

THE THEATRE | POA

The Theatre is located on Avenue B & is available for private hire during The Dairy Show. It seats up to 115 visitors and includes a stage with a projector & screen as well as a kitchen, making it an ideal space for conferences, lectures, and presentations.



BREAKFAST VOUCHER | £400

BRAND AWARENESS

- Company logo included on the Breakfast Voucher
- Company logo to appear on The Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)
- Up to 4x Sponsors

TICKET ALLOCATION

- 8 x Complimentary Dairy Show tickets
- 2 x Complimentary lunch tickets to be used in the Wessex Pavilion

CATTLE SPONSORSHIP SHOWMANSHIP | £450 SECTION + £250 FOR CHAMPIONSHIP

Showmanship classes start at 5pm on Tuesday 30th September. Each breed has three individual classes and a championship. This package is a brilliant way of supporting young people at the Show. The breeds are as follows:

£450 + VAT

- Showmanship - Any Other Dairy Breed
- Showmanship – Holstein
- Showmanship - Any Other Dairy Breed
- Showmanship – Holstein
- Showmanship - Any Other Dairy Breed
- Showmanship – Holstein

+ £250

- Champion Any Other Dairy Breed Showman
- Champion Holstein Showman
- Interbreed Champion Showman

BRAND AWARENESS

- Company logo included on the welcome document visitors receive at The Dairy Show entrances
- Company logo to appear on Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- Presentation opportunity in the Cattle Ring with company logo
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)
- 1 x banner (provided by sponsor) in Showering pavilion

TICKET ALLOCATION

- 10 x Complimentary Dairy Show Tickets
- 2 x Complimentary lunch tickets to be used in the Wessex Pavilion

CATTLE SPONSORSHIP CALF CLASSES | £450 SECTION + £250 FOR CHAMPIONSHIP

Calf classes are held on Tuesday 30th September in three separate rings. The classes available to sponsor are as follows:

£450 + VAT

- Any Other Dairy Breed Calf
- Holstein Calf
- Jersey Calf
- Any Other Dairy Breed Calf
- Holstein Calf
- Jersey Calf
- Any Other Dairy Breed Calf
- Holstein Calf
- Jersey Calf

+ £250

- Champion Any Other Dairy Breed Calf
- Champion Holstein Calf
- Champion Jersey Calf
- Interbreed Calf Champion

BRAND AWARENESS

- Company logo included on the welcome document visitors receive at The Dairy Show entrances
- Company logo to appear on The Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- Presentation opportunity in the Cattle Ring with company logo
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)
- 1 x banner (provided by sponsor) in showering pavilion

TICKET ALLOCATION

- 10 x Complimentary Dairy Show Tickets
- 2 x Complimentary lunch tickets to be used in the Wessex Pavilion

CATTLE SPONSORSHIP

AYRSHIRE CLASS SPONSORSHIP

- £300 PER CLASS**
- £2,000 BREED SECTION**
- £400 CHAMPIONSHIP**

The Classes available to sponsor are as follows:

- Heifer
- In Calf Heifer
- In Milk Heifer
- Junior Cow
- Intermediate Cow
- Senior Cow
- Pair of Animals
- Champion Ayrshire

BRAND AWARENESS

- Company logo included on the welcome document visitors receive at The Dairy Show entrances
- Company logo to appear on The Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- Presentation opportunity in the Cattle Ring with company logo
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)

TICKET ALLOCATION

- 4 x Complimentary Dairy Show Tickets
- 4 x Complimentary lunch tickets to be used in the Wessex Pavilion

CATTLE SPONSORSHIP

DAIRY SHORTHORN CLASS SPONSORSHIP

- £300 PER CLASS**
- £2,000 BREED SECTION**
- £400 CHAMPIONSHIP**

The classes available to sponsor are as follows:

- Heifer
- In Calf Heifer
- In Milk Heifer
- Junior Cow
- Intermediate Cow
- Senior Cow
- Pair of Animals
- Champion Dairy Shorthorn

BRAND AWARENESS

- Company logo included on the welcome document visitors receive at The Dairy Show entrances
- Company logo to appear on Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- Presentation opportunity in the Cattle Ring with company logo
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)

TICKET ALLOCATION

- 4 x Complimentary Dairy Show Tickets
- 4 x Complimentary lunch tickets to be used in the Wessex Pavilion

CATTLE SPONSORSHIP

HOLSTEIN CLASS SPONSORSHIP |

- £300 PER CLASS**
- £2,000 BREED SECTION**
- £400 CHAMPIONSHIP**

The Classes available to sponsor are as follows:

- Heifer
- In Calf Heifer
- In Milk Heifer
- Junior Cow
- Intermediate Cow
- Senior Cow
- Pair of Animals
- Champion Holstein
- Reserve Champion Holstein

BRAND AWARENESS

- Company logo included on the welcome document visitors receive at The Dairy Show entrances
- Company logo to appear on The Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- Presentation opportunity in the Cattle Ring with company logo
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)

TICKET ALLOCATION

- 4 x Complimentary Dairy Show Tickets
- 4 x Complimentary lunch tickets to be used in the Wessex Pavilion

CATTLE SPONSORSHIP

ANY OTHER DAIRY BREED |

- £300 PER CLASS**
- £2,000 BREED SECTION**
- £400 CHAMPIONSHIP**

The Classes available to sponsor are as follows:

- Heifer
- In Calf Heifer
- In Milk Heifer
- Junior Cow
- Senior Cow
- Pair of Animals
- Champion of Any Other Dairy Breed

BRAND AWARENESS

- Company logo included on the welcome document visitors receive at The Dairy Show entrances
- Company logo to appear on The Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- Presentation opportunity in the Cattle Ring with company logo
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)

TICKET ALLOCATION

- 4 x Complimentary Dairy Show Tickets
- 4 x Complimentary lunch tickets to be used in the Wessex Pavilion

CATTLE SPONSORSHIP

INTERBREED IN-MILK HEIFER CHAMPION

| £500 FOR CHAMPIONSHIP

Selected from the best entry in the In-Milk Heifer breed classes.

BRAND AWARENESS

- Company logo included on the welcome document visitors receive at The Dairy Show entrances
- Company logo to appear on The Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- Presentation opportunity in the Cattle Ring with company logo
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)

TICKET ALLOCATION

- 4 x Complimentary Dairy Show Tickets
- 4 x Complimentary lunch tickets to be used in the Wessex Pavilion

CATTLE SPONSORSHIP

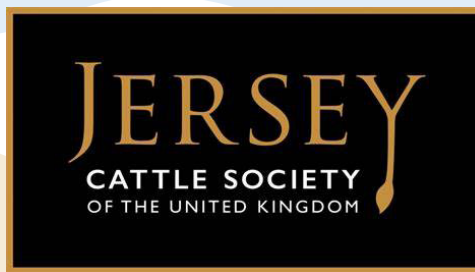
SUPREME CHAMPION | £600 FOR CHAMPIONSHIP

BRAND AWARENESS

- Company logo included on the welcome document visitors receive at the Dairy Show entrances
- Company logo to appear on Dairy Show website, including logo and web link
- Acknowledgement on the Dairy Show social media
- Presentation opportunity in the Cattle Ring with company logo
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)

TICKET ALLOCATION

- 4 x Complimentary Dairy Show Tickets
- 4 x Complimentary lunch tickets to be used in the Wessex Pavilion



The Dairy Show is honoured to host the Jersey Cattle Society of the United Kingdom National Show 2025

CLASS SPONSORSHIP

- **£300 PER CLASS FOR CLASS**
- **£2,000 FOR BREED SECTION**
- **£400 CHAMPIONSHIP**

The Classes available to sponsor are as follows:

- Heifer
- In Calf Heifer
- In Milk Heifer
- Junior Cow
- Intermediate Cow
- Senior Cow
- Lifetime
- Pair of Animals
- Champion Jersey

BRAND AWARENESS

- Company logo included on the welcome document visitors receive at The Dairy Show entrances
- Company logo to appear on The Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- Presentation opportunity in the Cattle Ring with company logo
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)

TICKET ALLOCATION

- 4 x Complimentary Dairy Show Tickets
- 4 x Complimentary lunch tickets to be used in the Wessex Pavilion



The Dairy Show is honoured to host the English Guernsey Cattle Society of the United Kingdom National Show 2025

CLASS SPONSORSHIP

- **£300 PER CLASS FOR CLASS**
- **£2,000 FOR BREED SECTION**
- **£400 CHAMPIONSHIP**

The Classes available to sponsor are as follows:

- Heifer
- In Calf Heifer
- In Milk Heifer
- Junior Cow
- Intermediate Cow
- Senior Cow
- Pair of Animals
- Champion Guernsey

BRAND AWARENESS

- Company logo included on the welcome document visitors receive at The Dairy Show entrances
- Company logo to appear on Dairy Show website, including logo and web link
- Acknowledgement on The Dairy Show social media
- Presentation opportunity in the Cattle Ring with company logo
- PA announcements on the Cattle Ring (100 words to be supplied by sponsor)

TICKET ALLOCATION

- 4 x Complimentary Dairy Show Tickets
- 4 x Complimentary lunch tickets to be used in the Wessex Pavilion

BATH & WEST

THE DAIRY SHOW

The listed packages are examples of the opportunities we can offer.
We can tailor all packages to meet your budget and requirements.

To book or for more information, please contact:

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