



THE AUTUMN FOOD & COUNTRY FAIR

SUNDAY 9TH OCTOBER 2016

Sponsorship Opportunities

The Autumn Food & Country Fair has been running for over 35 years and has continued to grow into what has become the extremely popular, one-day event we have today — titled ‘the best family, country day out’!

Held at Peterborough Arena, The Autumn Food & Country Fair will welcome thousands of families within a 50-mile/2-hour radius of Peterborough Arena — **the largest multi-purpose event venue in the Eastern Region** — on Sunday 9th October 2016 which means there is huge potential for any business looking to get their brand in front of a strong audience.

After the success of launching our new food and drink arena in 2015 we will be building on this with more demonstrations and tastings. Celebrating Great

British Food and acknowledging the core values of the provenance and quality. We will have a selection of experts from butchery to fine wines, all to help you explore our food and drink experience.

Working alongside the East of England Agricultural Society’s Kids Country Education programme, the team will be whizzing up some cookery fun for all the kids, giving them a great opportunity to learn where their food comes from, plus they get to take it home and eat it!

Again, attractions such as the giant vegetables, classic cars, vintage tractors, animals galore, will be on show — including lurchers, rats, rabbits and poultry — plus an extensive shopping and attractions area for all of the family.



PLEASE DOWNLOAD OUR TRADE STAND INFORMATION BOOKLET AND APPLICATION FORMS. PLEASE NOTE THAT YOU WILL NEED TO READ THE TERMS AND CONDITIONS INCLUDED IN OUR INFORMATION BOOKLET IN ORDER TO COMPLETE YOUR APPLICATION FORM.

www.autumnfoodandcountryfair.co.uk

WHY SPONSOR?

Make our success part of your success

Develop your customer following and relationships with The Autumn Food & Country Fair's loyal community of over 10,000 passionate visitors and competitors that want to embrace, learn, buy, compete and have fun.

We tailor all our sponsorship packages to deliver against your set objectives and budgets, working closely with our sponsors, we ensure the return on their investment is maximised. With different levels of sponsorship options available at The Autumn Food & Country Fair, your involvement is only limited by the imagination.



SPONSORSHIP OPPORTUNITIES

Created to meet your budget and your objectives

Take advantage of our varying branding options and communication channels in reaching and talking to our loyal and devoted audience of families, traders and competitors. Our on-going marketing platforms ensure your company gets maximum exposure throughout the year and not just during the event itself.

- ✿ Brand placement and endorsement in the indoor arena, outside grandstand, demonstration ring and throughout key showground locations including: Market Place food and drink hall, class rings, VIP suites, retail lanes, car parks, the Atrium, showground entrance and the events entrance avenue where all pedestrians and traffic enter, coffee shops, and many other high-traffic areas of the showground.
- ✿ Corporate Hospitality — Ringside wine and dine, tailor your experience with best in-house seats
- ✿ Marketing opportunities including: Show catalogue, Show schedule, website, competitor numbers, car passes, rosettes, newsletters, press releases and competitor communications
- ✿ Educational demonstrations and clinics
- ✿ Sampling opportunities, goody bags, give-aways, competitions, prize-giving, product placement
- ✿ Interact with our growing social media networks
- ✿ Complimentary Show tickets
- ✿ Exhibition trade stand
- ✿ Access to VIP sponsors lounge with free beverages
- ✿ Additional VIP experiences — Enjoy the evening shows from one of our VIP pods
- ✿ Be part of our extensive regional and national media coverage across print, digital, radio and other broadcast press

Why have a trade stand as part of your sponsorship package?

- ✿ Generate sales and quality leads for your business from a captive audience
- ✿ Interact with a ready-made audience of families and competitors who want to purchase products and services that will improve their knowledge.
- ✿ Showcase and sample your products, educate and inform your target audience in a retail environment.
- ✿ Advertising in our glossy Show catalogue and competitors schedules and web site
- ✿ Gather customer feedback and carry out market research.
- ✿ Increase your footfall from weekend shoppers
- ✿ Secure parking
- ✿ Preferred rates in local hotels or on-site living
- ✿ Dedicated exhibition manager looking after all your logistics.
- ✿ Shopping vouchers driving traffic to your stand

We hope that you too will consider getting involved with the Autumn Food & Country Fair experience and become part of our fabulous day out. For more information and to discuss your sponsorship objectives contact Ian Strange on 01733 363518 or ian@peterborougharena.com

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East of England Showground Services
East of England Showground, Peterborough, PE2 6XE

Enquiries to:

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MOBILE: 07834 868558

FAX: 01733 370038

EMAIL: ian@peterborougharena.com

Sponsorship Opportunities

MAINLINE SPONSORSHIP

£8,000 PLUS VAT

- ✦ Sole sponsorship of the Show
- ✦ Use of the VIP Hospitality Suite overlooking main exhibition hall, food and drink and demonstration areas. (includes tea, coffee and cake. Buffet lunch available upon request)
- ✦ 6 x banner displays around the event
- ✦ Full-page colour advert within event guide and map
- ✦ 2 x outdoor banner placements
- ✦ 6m x 6m stand (position of this to be confirmed upon agreement)
- ✦ Inclusion on the sponsors page of the website, includes link to your website
- ✦ P.A. Credits
- ✦ 20 tickets to Autumn Food and Country Fair



MARKET PLACE SPONSORSHIP

£4,000 PLUS VAT

- ✦ Sole sponsorship of the Market Place food & drink hall area within the main hall
- ✦ 2 banner displays within the main hall (position to be confirmed)
- ✦ ½ page colour advert within event guide and map
- ✦ 1 x outdoor banner placement
- ✦ 6m x 3m stand (position to be confirmed upon agreement)
- ✦ Inclusion on the sponsors page of the website, includes link to your website
- ✦ P.A. Credits
- ✦ 10 tickets to Autumn Food and Country Fair



EVENT REGISTRATION SPONSORSHIP

£2,500 PLUS VAT

- ✦ 2 x banner displays within the main hall
- ✦ ½ page within event guide and map
- ✦ 2 x outdoor banner placements
- ✦ 3m x 3m stand within the Atrium area (position to be confirmed upon agreement)
- ✦ Inclusion on the sponsors page of the website, includes link to your website
- ✦ 4 tickets to Autumn Food and Country Fair



DISPLAY RING SPONSORSHIP

£1,500 PLUS VAT

- ✦ 1 x banner display within the outdoor display ring
- ✦ ½ page advert within the event guide
- ✦ Inclusion on the sponsors page of the website, includes link to your website
- ✦ 2 tickets to Autumn Food and Country Fair
- ✦ P.A. credits



BANNER PLACEMENTS

£500 PLUS VAT

- ✦ 1 x banner display on the main entrance to the Show
- ✦ Inclusion on the sponsors page of the website, includes link to your website
- ✦ P.A. Credits



ALL PACKAGES DETAILED ABOVE ALSO INCLUDE MENTIONS ACROSS SOCIAL MEDIA PLATFORMS

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