

# The South Downs Show 2024

Join in our awesome country event



BROUGHT TO YOU BY

**Hometown**  
- E V E N T S -

Hometown Events organise some of the biggest and best events in and around Hampshire.  
Be part of our award winning Festival family as we bring our newest event back for 2024.



# Bringing the awesome to the South Downs

Hometown Events have been organising award winning events for over a decade and every year the crowds grow bigger and our reputation strengthens for well organised and safe events which appeal to the whole family. We always need the support from generous local businesses to join our Festival Family and help put on our events for the local community and gain awesome local exposure.



We finally had the opportunity to put on our vision for the new event in 2023 with sell out attendance of 8,000+ visitors over the weekend and can't wait for 2024. We are honoured to be organising The South Downs Show, which has been an established event for many years regularly attracting thousands of visitors each year.

*"It was a fabulous show we thoroughly enjoyed every single minute of it - well done."*

*"I firstly wanted to thank you for a wonderful show this weekend!  
Such a well organised, everyone was very helpful and it was very successful for me."*

*"Fantastic event! Just the right size and lots to see and do. We'll be back!"*

*"Wow, what an amazing show, so beautifully organised, and so so busy"*

Building on the success of 2023 we will continue to appeal to the widest possible audience while enticing visitors with a variety of attractions, arena acts, dog zone, animal petting, quality stalls, children's rides, beer tent, woodcraft, free family entertainment and much, much more...

We are looking for generous sponsors to join us and help put on our event to celebrate the South Downs. With your help we can continue our efforts to keep the local area thriving. In the process we can help raise your company profile being associated with our award winning events and having your company engage with thousands of local people. As our event grows and the crowds and followers increase, the return on sponsorship also improves.

## What exposure will we get for the investment?

We are relentless in increasing awareness over geographies as well as types of media. As a sponsor your company will be seen by thousands of visitors to the event plus on promotional material. Becoming part of our event will bring a 'feel good factor' to your business as people associate our name with quality events which are entertaining, include local businesses while also helping community groups and charities.

- Adverts in 10,000 promotional leaflets hand delivered to local homes
- Promotional materials and competitions targeted at local families
- Banners at key traffic points and posters around the local area
- Social media coverage with thousands of followers
- Features on the website (10,000+ visitors in the week of the event)
- Adverts and logo in rebranded Programme handed to all visitors

**THE SOUTH DOWNS' MOST AWESOME SHOW IS BACK!**

**THE SOUTH DOWNS SHOW**

SAT 13th - SUN 14th AUGUST 2022  
QE COUNTRY PARK

ARENA ACTS  
DOG SHOWS  
DANCING SHEEP  
FERRET RACING  
KID ZONE  
BUSHCRAFTS  
CHILDREN'S RIDES  
STEAM ENGINES  
ARCHERY & SHOOTING  
BEER TENT  
WOODCARVING  
AND MUCH MORE...

WWW.SOUTHDOWNSHOW.COM

PLEASE SUPPORT THESE AWESOME LOCAL BUSINESSES

**ADVERTS Seen by thousands**

**FLIERS thousands hand delivered locally**

**ENGAGE with potential customers**

**FACEBOOK Over 2,000 followers**

**WEBSITE 10,000+ visitors in event week**

**BACK IN 2022**

PLEASE SUPPORT THESE AWESOME LOCAL BUSINESSES

**SKIP HIRE**

**PRINT+DESIGN IT**

**LET'S CREATE THE LAWN WE BOTH LOVE**

**TRADE STALLS**

**BH**

**PROGRAMMES handed out to thousands**

Your company will gain fantastic exposure locally and have the opportunity to meet thousands of local people. You know you also will be helping the local community and charities and be associated with Hometown Events and the awesome events we have a reputation for creating.



# The South Downs Show Sponsorship



## SPONSORSHIP PACKAGES

The event has been running for many years and we will be bringing it back on 10th and 11th August 2024 in the Queen Elizabeth Country Park, just south of Petersfield. The two day event is regularly attended by as many as 8,000+ local visitors each year.

In 2023, we added further arena acts, family attractions and displays to appeal to an even wider audience and will continue to grow in 2024. As always, we promoted heavily on-line via multiple online streams, fliers hand delivered by our team in Petersfield and surrounding areas, banners/posters at various key locations and in printed publications throughout the area.

Packages are listed below but if you have any particular ideas in mind for the return on your sponsorship contribution, please feel free to discuss options with us.

### Bronze Package - £500

- Logo to be included on the website, social media and banner in the arena during the event
- Advert to be included in the programme to be handed to thousands of visitors on arrival
- Announcement of your company name in the arena during the event

### Silver Package - £1000 - As above, as well as the following;

- Opportunity for a 3m space at the event to promote your business. Worth £150. (Conditions apply)
- Advert in the pre-event flier to entice new customers. 10,000 to be hand delivered locally
- 5 FREE family tickets - worth over £150
- Individual company branded arena banner

### Gold Package - £1500 - As above, as well as upgraded to the following;

- Opportunity for a 9m space at the event to promote your business. Worth £390. (Conditions apply)
- Full page advert in both pre-event flier and programme
- A feature of your company on the South Downs Show website and Facebook page
- Logo to be included on prominent roadside banners/posters - additional arena banners
- 10 FREE family tickets - worth over £300
- Other possibilities open to discussion

As part of the show there will be a high quality full colour A5 programme handed to every visitor as they arrive with show information, timings and stall listings. There are opportunities for advertising within this programme separately to any sponsorship deals.

### A5 Programme Advertising

- Outside back cover £500
- Inside Front or Back cover £400
- Full page £300
- Half page £200

### What next?

Take advantage of this great opportunity to be part of the best event in the South Downs. Multiple event packages are possible if you would like to discuss possibilities with our other events.

There are limited opportunities so don't delay...

**Hometown**  
- E V E N T S -



	BRONZE	SILVER	GOLD
	LOGO	LOGO	FEATURE
	LOGO	LOGO	FEATURE
	ARENA	ARENA	MULTIPLE BANNERS
	SINGLE SIZE PROGRAMME	SINGLE SIZE BOTH FLIERS	FULL PAGE BOTH FLIERS
	YES	YES	YES
	No	3m x 3m	9m x 3m

### Other events

If you are interested in other Petersfield based events we organise and sponsor opportunities available, ask for a Sponsorship Pack.

Tick the sponsorship package you would like for each event

## THE SOUTH DOWNS SHOW

- Bronze Package - £500  
 Silver Package - £1000  
 Gold Package - £1500

- Back Cover - £500  
 Inside Front Cover - £400  
 Inside Back Cover - £400  
 Full Page - £300  
 Half Page - £200

All amounts shown will have VAT added at the standard rate.

A charge of £35.00 per hour may be added if creation of an advert is required for inclusion in the promotional fliers.

Once your completed form is received, an invoice for the full amount will be emailed to you for payment before the event.

## PLEASE COMPLETE THIS FORM IN BLOCK CAPITALS

Contact Name \_\_\_\_\_

Position in Company \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Town/City \_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Purchase Order (if applicable) \_\_\_\_\_

Give a description of your company you would like to use on our publicity material.

\_\_\_\_\_  
\_\_\_\_\_

## I authorise this sponsorship on behalf of the Company

Signature \_\_\_\_\_

Print Name \_\_\_\_\_

Position \_\_\_\_\_ Date \_\_\_\_\_

### All agreements are subject to the following conditions.

The organisers reserve the right to refuse any application at their discretion. The organisers reserve the right to remove a sponsor at their discretion if the behaviour of the sponsor as a company or any of its owners or staff are deemed inappropriate or any other unforeseen factors that may cause harm or negative publicity to the image and public perception of Hometown Events. The organisers take no responsibility for the quality of reproduction of your logo and will endeavour to make the best use of what is provided. Additional charges may be incurred for creation of adverts and enhancing of logos if required.

**SPONSORSHIP WILL ONLY BE CONFIRMED ONCE CLEARED FUNDS HAVE BEEN RECEIVED.**

## Be a part of something pretty awesome this year

For any further info please contact;

Claire Harding [claire@the-hometown-group.com](mailto:claire@the-hometown-group.com) or Steve Jacob [steve@the-hometown-group.com](mailto:steve@the-hometown-group.com) | 01730 719810  
Hometown Events The Old Stable, Stanbridge Farm Offices, Sussex Road, Petersfield GU31 5RB

*Cut along the dashed line and keep the bottom section for your records, information and as a reminder*

**SPONSORSHIP WILL ONLY BE CONFIRMED ONCE CLEARED FUNDS HAVE BEEN RECEIVED.**

For best results in reproducing your company logo on our literature, please send a copy of your logo as a vector EPS file, or high resolution JPG file to [steve@the-hometown-group.com](mailto:steve@the-hometown-group.com)

Additional charges may be incurred for creation of adverts and enhancing of logos if required.

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