

## About Heckington Show

In recent years the show has attracted around 30,000 visitors over the 2 days of the event. Star attractions draw crowds to the main ring which is shared with many more traditional show favourites. These include a Grand Parade of livestock and nationally recognised cycling and show jumping events.

A further 60 acres are devoted to a delightful array of shops and trade stands, educational and interactive activities and popular livestock and heritage attractions. Look out for traditional ploughing, fairground attractions, a concert marquee and the ever popular food court.

Our visitors comment on the intimate and friendly atmosphere in which they can relax and take in both the star turns and the extensive show grounds. The Grand Firework Concert on Saturday night is always a fitting climax to the first day.

The main ring attractions are always very popular and the crowd watching the highlights in the main ring are a captive audience for the sponsored events

Learn more at

[www.heckingtonshow.org.uk](http://www.heckingtonshow.org.uk)



## CONTACT INFORMATION

### General Enquiries

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## SPONSORS & PROGRAMME ADVERTISING INFORMATION



[www.heckingtonshow.org.uk](http://www.heckingtonshow.org.uk)

Registered Charity No 1108859

## About the Show Programme

- An extensive full colour programme highlighting special interest aspects of the show
- A complete guide to the main ring events
- Full listing of sponsors & their sponsored events
- Listings of Trade Stands and Attractions
- Listings of livestock entries by category
- An information section
- Full colour map of the showground
- Concert marquee programme and information
- Contact Information

## Programme Advertising Rates

- |                                 |      |
|---------------------------------|------|
| • Half page colour              | £100 |
| • Full page colour              | £150 |
| • Full page inside cover colour | £200 |
| • Full back cover               | £240 |



## About Trade Stands

At Heckington Show you can buy a new car or an antique lamp; hand carved crafts or garden bench.

The feel good atmosphere make this a special place where customers can see your products and services in a relaxed and un-pressurized environment.

It must work, as bookings are always sold out well in advance!

## Sponsorship Packages

\* **All sponsor packages include** 2 entry passes for both days, your name in the programme and a link on our website and presentation of prizes \*

### Package A £100

*Typical sponsored event: Horticulture, small animals*

Includes 2 entry passes, name in programme, link on our website and presentation of prizes (if applicable)

### Package B £250

*Typical sponsored event: Livestock & animal classes*

Includes all of the above\* Plus a half page advert in our programme

### Package C £250

*Typical sponsored event: Livestock & animal classes*

Includes all of the above\* And a choice of a Prime Tradestand Location on the showground

### Package D £350

*Typical sponsored event: Cycling or Concert Marquee*

Includes all of the above\* plus full page advert in the programme and 2 meal tickets

### Package E £500

*Typical sponsored event: Heavy Horses or Show-jumping*

Includes all of the above\* plus full page advert in the programme, 2 meal tickets, choice of tradestand location and 4 extra entry tickets.

**Our Main Ring Headline events are also available to sponsor at £750+. A fully inclusive package can be designed around your requirements.**

## Sponsorship

Heckington Show represents a set of values that more people are seeking to identify with.

It is planned and run voluntarily by a group of self reliant yet **enthusiastic and talented** individuals.

This not only adds to these values but its what makes the show connect so well with everyone from exhibitors and contributors to those **thousands of visitors**.

The record number of people attending each year (over 30,000) serves to reward all who become involved. It is of course a bigger audience for trade stands and sponsors alike.

We welcome contributions from businesses and individuals who want to be a part of this successful event. People who are happy with our traditional roots, yet willing to embrace innovation.

Getting involved is easy and sponsors will have the opportunity to present prizes for their chosen event, which takes place in either the main ring, the livestock rings or concert marquee.

**Banners around the main ring** are a perfect way to get your name across to a wide audience and **at just £90**, this is an inexpensive way to advertise your business to the large crowd. (Max Size 2'6" H x 12' L) (Please bring your own banner to place in the ring)

To discuss the packages and which best suits your business, please see the contact details overleaf.

We look forward to working with you for another successful show!