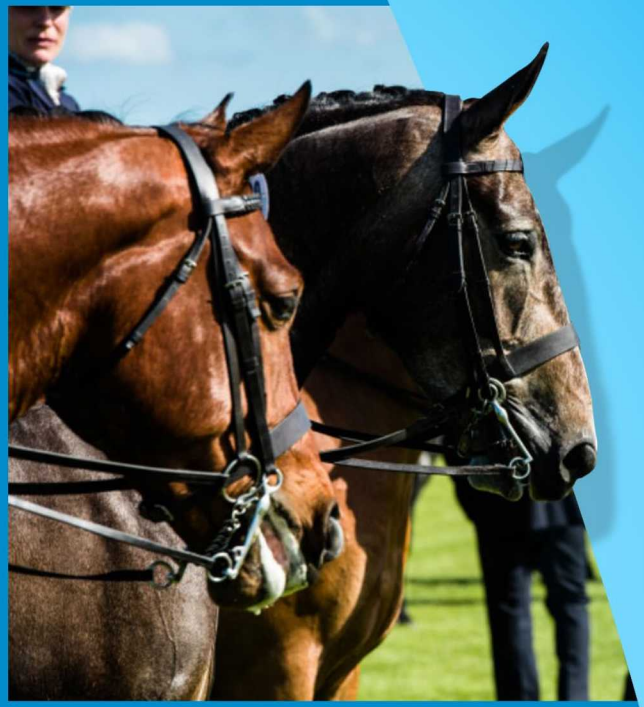


BALMORAL SHOW 2019

15TH - 18TH MAY

Ulster Bank

SPONSORSHIP INFORMATION

ABOUT BALMORAL SHOW

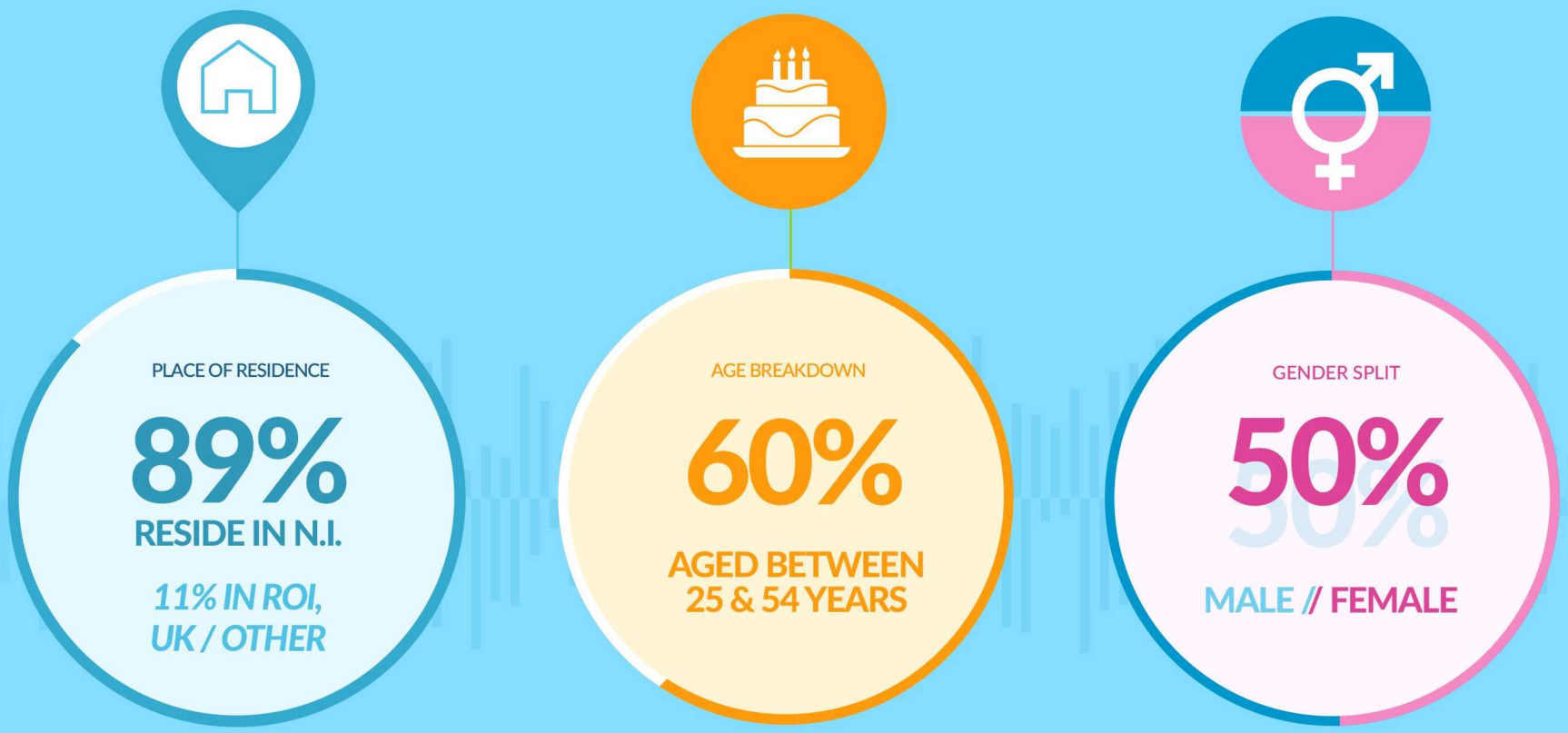
Balmoral Show is Northern Ireland's largest agri-food event, attracting more than 115,000 attendees over 4 days. The Show, now in its 151st year, is organised by The Royal Ulster Agricultural Society.

The event continues to grow year on year and has undergone some major changes in recent times. In 2013 Balmoral Show moved from the King's Hall to its new home at Balmoral Park, Lisburn. This move has allowed the Show to continue to grow over the last number of years. In 2017 Balmoral Show expanded from a 3 day to a 4 day event, with the addition of a Saturday Show-day.

Balmoral Show is the pinnacle agricultural event in Northern Ireland, attracting visitors from throughout the island of Ireland and further afield. With over 650 trade exhibitors offering visitors the chance to browse everything from ladies fashion to plant machinery. Agriculture remains at the heart of the event, with more than 3,000 livestock competing over the 4 days.

The Show is much more than just an agricultural event, it promises a fun-filled family day out for all ages, showcasing the best of local food and drink produce, offering spectacular entertainment, fantastic shopping, music and even a fun fair; there really is something for everyone.

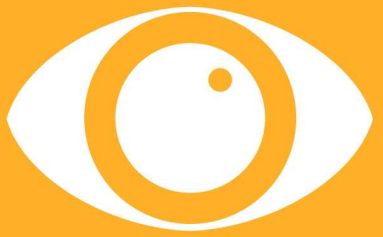
AUDIENCE PROFILE



BENEFITS OF SPONSORSHIP

KEY SPONSORSHIP BENEFITS INCLUDE:

- A showcase for your brand viewed by over 115,000 visitors and potential consumers from across all of Ireland and further afield
- Opportunity to meet and engage with numerous business and consumer brands across the agricultural, manufacturing, financial, food, luxury goods and professional services industries
- Provision of a platform to showcase your brand / product / service
- Trade space opportunities to engage directly and interact with our diverse audience
- Build brand loyalty and generate awareness and recognition
- Client engagement, hospitality and corporate entertaining
- Connect with our extensive show press coverage through local and national media
- Opportunity to highlight your support to the Agricultural Industry



115,000 VISITORS
FROM ALL
ACROSS IRELAND

330,000 EYES ON YOUR BRAND'S CONTENT

VISITOR THOUGHTS

SPONSORSHIP PACKAGES

TYPES OF SPONSORSHIP

Livestock Sponsorship
Equine & Show Jumping Sponsorship
Attraction Sponsorship
Pavilion Sponsorship
Education & Children's Activities
Branding Sponsorship
Show Ring Sponsorship
Themed Areas
Show Publications Sponsorship
Hospitality Sponsorship

ASSOCIATED BENEFITS

Acknowledgement in Balmoral Show publications and platforms
Branding opportunities
Access to Sponsors' Hospitality
Balmoral Show ticket allocation
Social media engagement
Press launch invite and associated photography

£ LEVELS OF INVESTMENT

Branding Packages **from £500**

Livestock and Equine Sponsorship **from £700**

Area Sponsorship **from £1000**

Platinum Level Sponsorship **from £16,000**

IMAGES FROM THE SHOW

BECOME A SPONSOR

"Our aim is to give our sponsors the best possible opportunities before, during and after the Show to meet their marketing objectives."

We pride ourselves on developing close long term relationships based on a professional approach to all that we do to make Balmoral Show the success it is.

An association with the Balmoral Show offers sponsors an important platform from which to do business and a valuable forum for networking with clients and partners.

We adopt a very flexible outlook and welcome any suggestions as to how we can promote your business and make the sponsorship work for you.

The Balmoral Show is proud to count many valued brands among its sponsors and we look forward to building on this success.

TITLE SPONSOR

Ulster Bank

PLATINUM SPONSORS

M&S EST. 1884 | SPAR | TESCO | abp | LIDL | Fane Valley Growing Better Together

SOME OF OUR SPONSORS...

P&O FERRIES | McC fpmccann | TAYTO | CREIGHTONS | SONI | RANDOX HEALTH | WARMFLOW | Connolly's RED MILLS SINCE 1908 | autoline INSURANCE GROUP

BALMORAL SHOW BALMORAL PARK Ulster Bank

FIND OUT MORE

We welcome your sponsorship enquiry and look forward to working with you to achieve maximum benefits for both parties.

To discuss opportunities for sponsorship of the Balmoral Show please contact:

Vickie White
Business Development Executive
Royal Ulster Agricultural Society

E. vickie@ruas.org,uk
T. 028 90686185 / 07585 505326

Royal Ulster Agricultural Society

SOFN-35790