



National Sheep Association
NSA Central Region Early Gathering on Thursday 24th January 2019
Sponsorship and trade stand booking form

NSA Central Region is delighted to once again be organising its Early Gathering event, to be held once again at Bakewell Livestock Market, Derbyshire, DE45 1AH, by kind permission of Derbyshire Dales District Council.

This is the second time the region has held this event, which is a successor to its previous Winter Fair and concentrates activities to a limited number of trade stands in the market concourse and apron area. A wide range of technical information is provided at the event, this year to the theme of 'Providing vital Information for an uncertain future', with seminars, workshops and demonstrations staggered throughout the day to allow visitors to engage with exhibitors and take home best practice information.

This pack includes:-

Part 1: Sponsorship opportunities

Maximise your presence at NSA Central Region Early Gathering with a sponsorship package. For additional information, please contact Helen Roberts, NSA Corporate Sales Manager, on helen@nationalsheep.org.uk, 01691 654712 or 07976 803066.

Part 2: Exhibitor bookings

The event was fully booked in 2017 and so opportunities will be allocated this year on a first-come first-served basis, with a deadline for bookings of **Friday 30th November**. Helen is the contact for any queries you might have

Part 3: Local support

In recognition that some local companies want to support the event even if they cannot have an exhibitor presence, local support options are available.

A note on data protection

NSA complies fully with GDPR. The NSA Privacy Policy can be viewed here. By booking a sponsorship package or exhibitor space at the event you consent to your data being used in line with the NSA Privacy Policy and for general details (company name, website, email and logo) to be used on the NSA Central Region Early Gathering mini-website and other printed and online promotional materials. Please contact NSA if you have any questions or concerns.



Chief Executive: Phil Stocker
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National Sheep Association is an organisation which represents the views and interests of sheep producers throughout the UK.
NSA is funded by its membership of sheep farmers and its activities involve it in every aspect of the sheep industry.

your business your future

Application Form – Part 1 – Sponsorship

A Major Sponsor has been secured for this event, but other sponsorship packages are available for your consideration. NSA works closely with its event sponsors to maximise opportunities.

Mainline Sponsorship – £1,500

- Indoor stand space (3m x 3m) in a prominent position and with an electric socket.
- Opportunity to have a workshop or demonstration (repeated twice on the day) or involvement in a seminar.
- Display of up to four banners, roller banners or flags around the site.
- Your company logo on event posters, promotional flyers and event literature.
- Your company name, logo and hyperlink in a prominent position on the NSA Central Region Early Gathering mini-website, and in online promotion of the event via NSA's social media platforms.
- Five admission tickets and five lunch tickets.

National Sponsorship – £500

- 20% reduction on stand fees.
- Prominent stand position, indoor or outside.
- Display up to two banners around the site.
- Your company name on event posters, promotional flyers and event literature.
- Your company name, logo and hyperlink on the NSA Central Region Early Gathering mini-website, and in online promotion of the event via NSA's social media platforms.
- Five admission tickets and two lunch tickets.

Local Sponsorship – £250

- Prominent stand position, indoor or outside.
- Display up to two banners around the site.
- Your company name printed on event literature.
- Your company name, logo and hyperlink on the event mini-website.
- Two admission tickets.

| Item | CIRCLE PRICE TO INDICATE BOOKING AND ADD UP IN BOTTOM BOXES |
|----------------------|--|
| Mainline | £1,500 |
| National | £500 |
| Local | £250 |
| VAT AT 20% | |
| TOTAL PAYABLE | |

| | | | |
|---|--|-------------|--|
| Company name | | | |
| Confirmation: I wish to sponsor NSA Central Region Early Gathering and understand my booking is subject to the conditions listed at www.nationalsheep.org.uk/creg . | | | |
| Signature | | Date | |

Now please complete all of the top section of Part 2 (company details etc) plus other sections of Part 2 not included in your chosen sponsorship category. Please also email your company logo to helen@nationalsheep.org.uk.

Application Form – Part 2 – Exhibitor space

| | | |
|--|------------------------|----|
| Company name | | |
| Company address | | |
| Contact person in charge of booking | | |
| Phone number for contact person | | |
| Email address for contact person | | |
| Invoicing information e.g. PO no or contact details for accounts department | | |
| Company website for exhibitor listing | | |
| Company email for exhibitor listing | | |
| Company description for exhibitor listing (20 words only) | | |
| Are you interested in purchasing advertising space in event literature? Prices start at £80. Delete as applicable | Yes, please contact me | No |

| Item | CIRCLE PRICE TO INDICATE BOOKING AND ADD UP IN BOTTOM BOXES | Ticket allocation | Office use |
|---|--|-------------------|------------|
| 10m x 7m outdoor space | £260 | 4 | |
| 5m x 5m outdoor space | £165 | 2 | |
| 3m x 3m indoor space | £175 | 2 | |
| Single electric socket (indoor stands only) | £85 | | |
| Kiosks in the concourse | £50 | 2 | |
| Banner | £40 | | |
| Three entry tickets | £10 | | |
| TOTAL COST | | | |
| VAT AT 20% | | | |
| TOTAL PAYABLE | | | |

Please note all indoor stands are in the market concourse (not in the sheep pens as when NSA Central Region used to run its Winter Fair). As such, no sheep will be allowed on stands. Kiosks are companies that already have shop space on the market concourse and wish to open on the day of the event.

If you have selected electric, please state what you will be using electric for: Kettle / Computer / Lights / Other [delete as applicable] and the total wattagew

| | |
|---|---------------------------|
| Confirmation: I wish to apply for stand space as indicated above and understand my booking is subject to the conditions listed at www.nationalsheep.org.uk/creg . | Signature: |
| | Date: |

NSA Central Region Early Gathering – Part 3 – Local support

NSA Central Region is very grateful to local companies wanting to support the event despite being unable to take trade stand space. Anyone provided this support will be supplied with one admission ticket and have their details included on the event mini-site and in event literature and online promotion. We will do what we can to accommodate requests, such as the money being used to support the NSA Next Generation Shepherds Competition or other elements of the event.

| | |
|---|---|
| Company name | |
| Address | |
| Contact name | |
| Phone number | |
| Email address | |
| Information for the invoice e.g. contact details for accounts department | |
| Company logo | Please email this to helen@nationalsheep.org.uk . |

| Item | CIRCLE PRICE TO INDICATE BOOKING AND ADD UP IN BOTTOM BOXES |
|----------------------|--|
| Local support | £50 |
| Local support | £25 |
| VAT AT 20% | |
| TOTAL PAYABLE | |

Any requests? This might include supplying a banner to be displayed at the event and/or having your company associated with a particular part of the event, such as the seminars, demonstrations, works or shepherds' competition.

NSA Central Region Early Gathering – Part 4 – Confirmation and payment

Please return your complete form by **Friday 30th November**. You can send a hard copy and a cheque to NSA Head Office, Malvern, Worcestershire, WR13 6PH. Or you can email a scanned copy to karens@nationalsheep.org.uk and transfer the total payable to the NSA bank account. Invoices/receipts will be sent out by email. Exhibitor packs will be sent out by post shortly before the event.

Cheques: Please make payable to NSA
BACS payments: Sort code 30-95-41 Account number 00833068
 Please use the reference 'NSA CREG'