



Mainline Sponsorship Package £3,500+VAT

In the run-up to the event:-

- Your company name printed on all promotional flyers/posters and event brochures produced by NSA. For the 2020 event, circulation of the event flyer is being extended with additional copies being posted directly to sheep farmers.
- Acknowledgement of your sponsorship in the NSA Sheep Event Official Preview (in Farmers Guardian), in Sheep Farmer magazine (June/July issue) and the new-style Event Guide (provided to visitors at the event).
- Your company logo (with hyperlink) on the sponsors page of the Sheep Event website.
- Acknowledgement of your sponsorship in all direct emails to NSA contacts (members and others) promoting the event,
- A minimum of one Sheep Event-linked social media posts per NSA social media platform (Facebook, Twitter and Instagram) acknowledging your support of the event and promoting details of your plans on the day, to encourage sponsors to your stand/activities. Video clips can be utilised where provided, and any content provided for a specific landing page on the Sheep Event website – as referred to above.
- Inclusion in NSA-produced Sheep Event press releases, with all general press releases namechecking Major and Mainline Sponsors.

To facilitate this activity before the event, NSA will offer to set up a communications meeting (usually by phone) to explore and exploit all opportunities to the mutual benefit of both parties. This can also be used to signpost separate, paid-for advertising options, such as in Sheep Farmer magazine and the new-style event guide, if of interest.

On the day

- An indoor or outdoor stand space prominently positioned, as agreed with the organisers. *[Maximum of 30ft x 10ft indoor and 40ft x 30ft outdoor].*
- Display of up to four banners around the site.
- 10 admission tickets and four tickets for the VIP/sponsors lunch.
- Photo opportunity if the sponsorship is associated with a competition on the day.



Chief Executive: Phil Stocker
A company Limited by Guarantee. Registered in England. Registration No 37818.
Registered charity in England and Wales (249255) and in Scotland (SC042853).



Application form for Mainline Sponsorship

Company name			
Contact name			
Address			
		Postcode	
Phone number		Email	
I acknowledge the charge for Mainline Sponsorship is £3,500+VAT, of which £1,000+ VAT is due immediately. The balance will be invoiced two months before the event, with payment due before 30th June 2020.			
Signed		Date	

Closing date for sponsorship applications is 6th March 2020. More information from Helen Roberts, Event Organiser, on helen@nationalsheep.org.uk or 07976 803066.

Return completed forms to Helen Roberts, Orseddwen, Selattyn, Oswestry, SY10 7HU, with a cheque made payable to NSA or a request for an invoice.