



## Major Sponsorship Package £7,750+VAT

### In the run-up to the event:-

- Your company name/logo printed on all promotional flyers/posters and event brochures produced by NSA. For the 2022 event, circulation of the event flyer is being extended with additional copies being posted directly to sheep farmers.
- Acknowledgement of your sponsorship and your company logo 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).
- Advert within the new-style Event Guide – either supplied by the sponsor as a print-ready PDF (76mm wide x 50mm high) or designed in conjunction with NSA.
- Your company logo (with hyperlink) on the front page and sponsors page of the Sheep Event website. If content is provided, additional information on the Sheep Event website about your stand/activities on the day on a specific landing page to enhance social media work – more below.
- Your company logo (with hyperlink) on a specific pre-registration page on the Sheep Event website, which NSA will drive traffic to in order to encourage sheep farmers to register ahead of the event for the chance to win free entry to the showground (five pairs of tickets will be given away). Pre-registration will result in significant data capture, which if agreed in advance, can be shared with Major Sponsors when people providing their data give permission.
- Acknowledgement of your sponsorship in all direct emails to NSA contacts (members and others) promoting the event, plus an advert in one email – advert to be supplied by the sponsor (600 pixels wide by up to 400 pixels high).
- A minimum of two 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. General press releases will namecheck Major and Mainline Sponsors, and specific press releases around, for example, Major Sponsors' running workshops/demos etc, will provide specific detail.

To facilitate this activity before the event, NSA will offer a face-to-face communications meeting to explore and exploit all opportunities to the mutual benefit of both parties. This meeting will include the option to be involved in a new initiative for the 2022 event.

**Additional opportunity exclusively available to Major Sponsors – lucky ticket prize giveaway**



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).



On the day of the 2022 event, NSA will be running a lucky ticket giveaway. 'Fishbowls' will be located on the NSA stand and other appropriate positions where visitors can choose a ticket and enter the unique code on the Sheep Event website for a chance to win a prize from NSA and Sheep Event sponsors. Prizes will be branded goodies from the sponsors such as fleeces, caps, sheep husbandry items, or larger items if wanted, to be given away on the day and to people who claim within one week of the event. Code entry will result in significant data capture online. The online web page will include logos and links to sponsors involved in the initiative. Data can be shared with Major Sponsors if agreed in advance and where people providing their data give permission.

#### On the day

- An indoor or outdoor stand space prominently positioned, as agreed with the organisers and with the option of a site visit to discuss.
- The option of a forum, workshop, demonstration or other activity to be repeated twice, as agreed with the organisers and appropriate to the event.
- Display of up to six banners or flag/flagpoles around the site, display of up to two pop-ups and promotional material in the event Media Centre and/or International Area, and acknowledgement of your sponsorship in the event Sponsors Area.
- 20 admission tickets.
- 10 tickets for the sponsors' lunch and five tickets for the pre-event dinner.

## Application form for Major Sponsorship

<b>Company name</b>			
<b>Contact name</b>			
<b>Address</b>			
		<b>Postcode</b>	
<b>Phone number</b>		<b>Email</b>	
I acknowledge the Major Sponsorship package is £7,750+VAT, of which £1,500+VAT is due immediately. The balance will be invoiced two months before the event, with payment due before 30 <sup>th</sup> June 2022.			
<b>Signed</b>		<b>Date</b>	

Closing date for sponsorship applications is 4<sup>th</sup> March 2022. More information from Helen Roberts, Event Organiser, on [helen@nationalsheep.org.uk](mailto: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.