



At the Three Counties Showground, Malvern, Worcestershire

APPLICATION FOR MAINLINE SPONSORSHIP

I would like to offer you the chance to increase your presence at the NSA SHEEP EVENT 2024 by supporting as a Mainline Sponsor. The benefits of the mainline sponsorship enable you to stand out from the crowd with an enhanced presence. Other sponsorship packages of varying status are available. The event sees 1000's of visitors pass through the gates on the one day, all of which are there because of their involvement or interest in the sheep industry. It is an event where sheep farmers come to seek innovative ideas for their businesses hence companies can build new relationships whilst also maintaining established ones by coming face to face with current customers. With the uncertain times ahead it is even more important to be recognised as a company. The event is seen as a staple on the industry calendar, gaining important coverage from the agricultural press. It is one day where you as a company decide how much you want out of it. **Please note mainline sponsorship packages are limited to ensure you as sponsors get the most from the deal. Where possible companies offering the same product will not be given the opportunity.**

Mainline Sponsorship Package - £3,500+VAT Closing date 30th March 2024

In the run-up to the event: -

- Your company name printed on all promotional flyers/posters and event brochures produced by NSA.
- Acknowledgement of your sponsorship in the NSA Sheep Event Official Preview (in Farmers Guardian) and in the June/July edition of Sheep Farmer magazine.
- Your logo and website link on the sponsors' pages of the NSA Sheep 2024 website.
- Social media activity across all NSA Platforms, promoting what you are doing on the day.

On the day: -

- An indoor or outdoor stand space prominently positioned, as agreed with the organisers. *[Maximum of 9m x 3m indoor and 12m x 9m outdoor].*
- Two electric sockets with one double or two single sockets. More sockets will be charged for.
- Display of up to four banners around the site.
- 10 admission tickets and four tickets for the VIP/sponsor's lunch

Additional opportunity– NSA Lucky 'sheep' dip prize giveaway

On the day of the 2024 event, NSA will be running a lucky ticket giveaway. 'A lucky dip tombola will be located on the NSA stand and other appropriate positions where visitors can select a ticket for a chance to win a prize either from NSA, Sheep Event sponsors or participating exhibitors. 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. Entrants winning items will be directed to stands to collect their prizes.

Application Form – Mainline Sponsorship Package

COMPANY NAME			
CONTACT NAME			
ADDRESS			POSTCODE
PHONE NUMBER	EMAIL ADDRESS		
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 30 th June 2024.			
SIGNED	DATE		

*Return to Helen Roberts, NSA, Orseddwen, Selattyn, Oswestry, SY10 7HU Tele 01691 654712 or 07976 803066. Email Helen@nationalsheep.org.uk
A company Limited by Guarantee. Registered in England. Registration No 37818. Registered charity in England and Wales (249255) and in Scotland (SC042853)
VAT No 273 3469 44 GDPR: Your details will be used to contact you with regards to your sponsorship at the event. Your details will also be displayed on the event website and brochure. Your details will be held for up to two years so that you can be contacted about future events and opportunities.*