



**GLOBAL  
CHEESE AWARDS**  
FROME • Est 1861

# SPONSORSHIP BROCHURE



**20,000 +  
ATTENDEES  
SHOW DAY**

**NETWORK**

**COMPETITION**

**AWARDS  
DINNER**



## TRADE & JUDGING – THURSDAY 7<sup>TH</sup> SEPTEMBER 2023 SHOW DAY - SATURDAY 9<sup>TH</sup> SEPTEMBER 2023

The 2022 Global Cheese Awards and Frome Agricultural Cheese Show was a huge success and felt like us getting back to our best after a few turbulent years with the pandemic seeing some 20,000 visitors through our gates. We are a traditional one day agricultural show supporting British Farming. While showcasing the Global Cheese Awards, livestock classes, machinery demonstrations and history of the show, we aim to educate our visitors on rural traditions and where their food comes from, including the hard work farmers do 365 days of the year.

We are home to the prestigious Global Cheese Awards, one of the oldest, most respectable industry events in the country where we celebrate producers and retailers of all sizes from across the globe. For over 160 years, the event has provided producers and retailers with a platform from which to showcase their latest and best offering; not just on the trade and judging day but also at the public show held on the following Saturday.

In 2022 the prestigious awards dinner returned to the cheese pavilion with great success with our judging team, sponsors, exhibitors, members of the society plus guests who came to celebrate the awards and the lucky winners which we will be continuing for the 2023 Awards on the evening of Thursday 7<sup>th</sup> September.

As a charity with aims to utilise our annual show as a means to educate attendees about the agricultural industry, we are continually looking for ways to ensure our objectives are met whilst giving visitors a great fun, value day out. Only with the support of our sponsors are we able to do so. We have split our sponsorship of the Global Cheese Awards in order to offer you a range of options, whether this be to sponsor a class or category of the awards, in return we can offer brand exposure along with tickets for you to be able to come along and enjoy the show.

Please find enclosed in this document our 2023 sponsor brochure and we would be delighted to welcome you to this year's show.

Best Wishes,

**Hannah George**  
**Show Manager**

**E:** [hannah@fromecheeseshow.com](mailto:hannah@fromecheeseshow.com)

**T:** 01373 463600



## HEADLINE GCA SPONSOR

£5,000 + VAT

The Headline Sponsorship package gives the highest brand awareness. We will work with you to offer the most prominent brand exposure pre, during and post Show reaching thousands of people. This package includes ticket allocation, hospitality and brand exposure across multiple marketing channels.

### PRE SHOW

- Sponsor to be referred to as the 'Headline Sponsor.'
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
  - Logo and link to your website on the logo carousel.
  - Logo included on the Website Header Photo.
- Sponsors name to be included when talking about the Show:
  - Social Media: including tags, social media competitions, Facebook Header Photo and Instagram Bio.
  - Press Release
  - Radio interviews
- Leaflet in Exhibitor & Trade Packs.
- Sponsors Logo to be featured on all Official Show promotional material:
  - Posters
- Logo to be included in Competition Schedules.
- Advert included in the newsletters to our Members.

### SHOW DAY

- £200 Trade Stand Allowance.
- 1 Page Advert in the Official Show Guide
- Banner space in the Main Ring, Village Green, Countryside Pursuits, Livestock and Horse Rings.
- PA announcements in the Main Ring, Village Green, Countryside Pursuits, Livestock and Horse Rings.
- Headline Sponsor to sponsor a class of their choice and present an award.
- 6 Tickets & Sponsor badges.
- 6 Lunch Tickets for the Members' Pavilion
- 2 Ringside Vehicle Passes.
- 2 Forward Vehicle Passes.
- 8 Global Cheese Awards Dinner Tickets for **Thursday 7<sup>th</sup> September**.





## ASSOCIATE GCA SPONSOR

£3,000 + VAT

The Associate Sponsorship package still gives you high brand awareness. We will work with you to offer the most prominent brand exposure pre, during and post Show reaching thousands of people. This package includes ticket allocation, hospitality and brand exposure across multiple marketing channels.

### PRE SHOW

- Sponsor to be referred to as an 'Associate Sponsor.'
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
  - Logo and link to your website on the logo carousel.
- Sponsors name to be included when talking about the Show:
  - Social Media: including tags, social media competitions, Facebook Header Photo and Instagram Bio.
  - Press Release
- Leaflet in Exhibitor & Trade Packs.
- Logo to be included in Competition Schedules.

### SHOW DAY

- £100 Trade Stand Allowance.
- ½ Page Advert in the Official Show Guide.
- Banner space in the Main Ring and Village Green.
- Associate Sponsor to sponsor a class of their choice and present an award.
- 5 Tickets & Sponsor badges.
- 5 Lunch Tickets for the Members' Pavilion
- 2 Ringside Vehicle Passes.
- 1 Forward Vehicle Passes.
- 6 Global Cheese Awards Dinner Tickets for **Thursday 7<sup>th</sup> September.**





## KEY GCA SPONSOR

£1,000 + VAT

With the Key Sponsorship we will work with you to offer the most prominent brand exposure pre, during and post Show reaching thousands of people. This package includes ticket allocation, hospitality and brand exposure across multiple marketing channels.

### PRE SHOW

- Sponsor to be referred to as a 'Key Sponsor.'
- Show Website:
  - Logo, business description and link to your website on our main sponsor's page.
  - Logo and link to your website on the logo carousel.
- Sponsors name to be included when talking about the Show:
  - Social Media
- Leaflet in Exhibitor & Trade Packs.
- Logo to be included in Competition Schedules.

### SHOW DAY

- ¼ Page Advert in the Official Show Guide.
- Key Sponsor to sponsor a class of their choice and present an award.
- 3 Show Tickets & Sponsor badges.
- 3 Lunch Tickets for the Members' Pavilion
- 1 Ringside Vehicle Passes.
- 1 Forward Vehicle Passes.
- 4 Global Cheese Awards Dinner Tickets for **Thursday 7<sup>th</sup> September**.



## GET IN TOUCH!

To discuss any of the above packages, please do not hesitate to get in contact. We look forward to welcoming you to this year's Frome Agricultural & Cheese Show.

**Hannah George**

E: [hannah@fromecheeseshow.com](mailto:hannah@fromecheeseshow.com)

T: 01373 463600



The Frome Agricultural & Cheese Show can offer you a sponsorship package to suit your requirements. We can offer you brand exposure pre, during and post Show. Below are our **BRONZE**, **SILVER** and **GOLD** sponsorship packages which can be tailored to suit your business needs.

## BRONZE

£250 + VAT

- Logo and link on the Show Website.
- 2 Show Tickets.
- 2 Sponsor Badges for the Members' Pavilion.
- 1 Forward Vehicle Pass.
- 1 Awards Dinner Ticket.



## SILVER

£500 + VAT

- Logo and link on the Show Website.
- Acknowledgement on Social Media.
- 2 Show Tickets.
- 2 Sponsor Badges for the Members' Pavilion.
- 1 Forward Vehicle Pass.
- 2 Awards Dinner Tickets.



## GOLD

£750 + VAT

- Logo and link on the Show Website.
- Acknowledgement on Social Media.
- 2 Show Tickets.
- 2 Sponsor Badges for the Members' Pavilion.
- 2 Lunch Tickets for the Members' Pavilion.
- 1 Forward Vehicle Pass.
- 3 Awards Dinner Tickets.



### MORE PACKAGES AVAILABLE:

- |                              |            |
|------------------------------|------------|
| ★ PRIZE CARDS                | £750 + VAT |
| ★ EXHIBITOR PACKS            | £500 + VAT |
| ★ TRADE DAY DRINKS RECEPTION | £500 + VAT |
| ★ CATEGORIES                 | £500 + VAT |
| ★ CLASSES                    | £300 + VAT |



**TRADE & JUDGING – THURSDAY 7<sup>TH</sup> SEPTEMBER 2022**  
**SHOW DAY - SATURDAY 9<sup>TH</sup> SEPTEMBER 2022**

## **SPONSORSHIP AGREEMENT**

Thank you again for your support of the show for which we are incredible grateful.

**COMPANY NAME:**

**SPONSORSHIP PACKAGE:**

**SPONSORSHIP AMOUNT:**

Please ensure the following contact details are correct. Please note full payment is required with the return of this agreement.

**CONTACT NAME:**

**TELEPHONE:**

**EMAIL:**

**SHOW DAY TELEPHONE [IF DIFFERENT]:**

**ADDRESS:**

**COMPANY DETAILS FOR WEBSITE PROFILE:**

**Please email a high-res version of your company logo for use online and in print.**

Please sign to confirm you are happy with this proposal and agree to pay the required amount to secure the outlined benefits.

**PRINTED NAME .....**

**SIGNED .....**

**Date.....**

**FROME & DISTRICT AGRICULTURAL SOCIETY LTD**  
THE SHOW OFFICE, RODDEN ROAD, FROME, SOMERSET, BA11 2AH  
TEL: 01373 463600

[info@globalcheeseawards.com](mailto:info@globalcheeseawards.com) – [info@fromecheeseshow.com](mailto:info@fromecheeseshow.com)  
[www.fromecheesesshow.co.uk](http://www.fromecheesesshow.co.uk) – [www.globalcheeseawards.com](http://www.globalcheeseawards.com)

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