



GLOBAL
CHEESE AWARDS
FROME • Est 1861

SPONSORSHIP BROCHURE



**20,000 +
ATTENDEES
SHOW DAY**

NETWORK

COMPETITION

**AWARDS
DINNER**



TRADE & JUDGING – THURSDAY 12TH SEPTEMBER 2024 SHOW DAY - SATURDAY 14TH SEPTEMBER 2024

The 2023 Global Cheese Awards and Frome Agricultural Cheese Show was a great success although one of our hottest on record which came with its own set of challenges! We were lucky enough to receive a broad range of entries in our Global Cheese Awards with entries from as far as Canada with a wide selection from Europe giving a great selection for our judging team to sample. We saw high visitor numbers through our gates on the public show day with a jam package schedule and lots of happy faces it was a great success and we look forward to bringing more of the same for 2024.

For those of you reading this who don't know much about us 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.

The 2023 awards saw a change in the location of the awards dinner moving it our members pavilion with great success giving us a more intimate setting for our judging team, sponsors, exhibitors, members of the society plus guests to celebrate the awards and the lucky winners which we will be continuing for the 2024 Awards on the evening of Thursday 12th 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 2024 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

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
- Leaflet in Exhibitor & Trade Packs if provided by Sponsor.
- Sponsors Logo to be featured on all Official Show promotional material:
 - Posters/ Leaflet
- Logo to be included in Competition Schedules.

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 14th 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, story's and social media competitions.
- Leaflet in Exhibitor & Trade Packs if provided by Sponsor.
- Logo to be included in Competition Schedules if provided by Sponsor.

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 14th 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 if provided by Sponsor.
- 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 14th 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

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 12TH SEPTEMBER 2024
SHOW DAY - SATURDAY 14TH SEPTEMBER 2024

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 – info@fromecheeseshow.com
www.fromecheeseshow.co.uk – www.globalcheeseawards.com

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