



SOUTH OF
ENGLAND
SHOW

6,7,8 JUN 25



“

As a first time sponsor of the South of England show we were delighted with the amount of exposure the business had during the weekend. Our banners were well-positioned and visible throughout the site SOUTHERN CRANES AND ACCESS

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SPONSORSHIP INFORMATION 2025





THE SOUTH OF ENGLAND AGRICULTURAL SOCIETY

The South of England Agricultural Society is a registered charity (No. 227033) dedicated to the celebration, promotion and support of farming, agriculture, countryside living and the rural community.

Central to the Society's remit is the provision of educational events, grants, awards, bursaries and scholarships for people with an interest or involvement in farming, agriculture and other related land-based industries.

All Society activities aim to celebrate, build awareness and develop understanding of the products that come from land based and allied industries, as well as the use and support of local suppliers.

Sponsorship helps the Society fund in excess of £50,000 of prize and appearance money, as well as displays, demonstrations and valuable content which makes the South of England Show what it is and enjoyed year on year by 10's of thousands of people from across the South East.

WHY SPONSOR THE SOUTH OF ENGLAND SHOW?

The South of England Show is the premier agricultural show in the South East, attracting around 60,000 visitors over 3 days.

Sponsorship offers you or your company an opportunity to showcase your brand, products and services to an engaged audience whilst aligning with the South East's leading agricultural show and Society.

As a high profile, highly respected event the South of England Show has a proven track record of delivering return on investment for our sponsors. Through effective targeted branding and publicity, your company can gain exposure and connect with our loyal and highly sought after audience.

The Association of Show and Agricultural Organisations estimates that about 7 million Britons (roughly 10% of the population), visit agricultural shows every year. That's an impressive audience, and an ideal platform for brand visibility and building relationships.



SHOW STATISTICS


SHOW STATISTICS & MEDIA PARTNERS


The South of England Show benefits from extensive media coverage across print, radio, television and digital platforms including:

Television, Radio, Print & Digital Media- estimates combined audience of 52.5 Million with regional and national coverage.

Social Media- combined number of followers of over 22,000:

 3,450


 4,000

 17,000

Email Database:

 30,000

Page Views:

 520,000





PREMIUM SPONSORSHIP PACKAGE

We offer seven different sponsorship packages, according to your sponsorship budget. These options are listed below:

PREMIUM SPONSORSHIP £10,000 +

Premium packages could include:

- Pre-Show and post-show branding and marketing opportunities
- Sponsors' Tickets allowing entry into the Show and VIP Lounge with ring side seating
- Sponsors' Guest Tickets allowing entry into the Show and VIP Lounge with ring- side seating
- Society car park passes (not guaranteed after 10 a.m.)
- Invitation to attend Sponsors' Lunch on the Saturday of the Show
- Invitation to attend the President's reception on the Friday of the show
- Opportunity to have exhibition stand space in a prime location to advertise/promote your business/services
- Advertisement in the Show Programme and show Catalogue
- Logo displayed on the Main Ring leader board
- Mention in Ring commentary
- Company logo and weblink on the Society website
- Banners – in the main Ardingly Ring and around the showground
- Social media posts advertising your company involvement with the show



To discuss this bespoke package please email us on Sponsorship@seas.org.uk



SPONSORSHIP PACKAGES

SUSSEX PACKAGE £5000+

- 10 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 10 x one-day Sponsors' Guest tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 10 x Society car park passes (not guaranteed after 10 a.m.)
- Invitation for up to 6 people to attend President's reception on the Friday of the Show
- Invitation for up to 6 people to attend a Sponsors' Lunch on the Saturday of the Show
- Full page colour advertisement in the Show Programme
- Full page black and white advertisement in the Show Catalogue
- 2 x complimentary copies of the Show Programme
- Logo displayed on the Main Ring leader board
- Mention in Ring commentary
- Company logo and weblink on the Society website
- 8 x banners – 2 in the Main Ring, 4 on the perimeter fence and 2 in an outer ring
- Opportunity to present prizes and trophies for class/section sponsored
- Social media posts advertising your company involvement with the show





SPONSORSHIP PACKAGES

ARDINGLY PACKAGE £3000 +

- 8 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 8 x one-day Sponsors' Guest tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 8 x Society car park passes (not guaranteed after 10 a.m.)
- Invitation for up to 4 people to attend Presidents reception on the Friday of the Show
- Invitation for up to 4 people to attend a Sponsors Lunch on the Saturday of the Show
- 2 x complimentary copies of the Show Catalogue/Programme
- Company logo in Show Catalogue
- Logo displayed on the Main Ring leader board
- Mention in the ring commentary (Prize Sponsors only)
- Company logo and weblink on the Society website
- 6 x banners - 2 in the Ardingly Ring, 2 on the perimeter fence and 2 on outer fencing
- Opportunity to present prizes and trophies for class/section sponsored



SOUTHDOWN PACKAGE £2000 +

- 6 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 6 x one-day Sponsors' Guest tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 6 x Society car park passes (not guaranteed after 10 a. m.)
- Invitation for up to 4 people to attend a Sponsors' Lunch on the Saturday of the Show
- 2 x complimentary copies of the Show Catalogue/Programme
- Logo in Show Catalogue
- Logo displayed on the Main Ring leader board
- Mention in the ring commentary
- Company logo and weblink on the Society website
- 5 x banners - 2 in the Ardingly Ring, 2 on the perimeter fence and 1 on outer fencing
- Opportunity to present prizes and trophies for class/section sponsored



SPONSORSHIP PACKAGES

LINDFIELD PACKAGE £1000 +

- 5 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 5 x one-day Sponsors' Guest tickets allowing entry into the Show and VIP Lounge with ring-side seating
- Invitation for 3 people to attend a Sponsors' Lunch on the Saturday of the show
- 2 x Society car park passes (not guaranteed after 10 a.m.)
- 2 x complimentary copies of the Show Programme
- Logo displayed on the Main Ring leader board
- Mention in the ring commentary (Prize Sponsors only)
- Company logo and weblink on the Society website
- 2 x banners - 1 in the appropriate ring and 1 in the Main Ardingly Ring
- Opportunity to present prizes and trophies for class / section sponsored



CHURCHILL PACKAGE £500 +

- 3 x three-day Sponsors' tickets allowing entry into the Show and VIP Lounge with ring-side seating
- 3 x one-day Sponsors' Guest tickets allowing entry into the Show and VIP Lounge with ring-side seating
- Invitation for 2 people to attend a Sponsors' Lunch on the Saturday of the show
- 1 x Society car park pass (not guaranteed after 10 a.m.)
- Logo displayed on the Main Ring leader board
- Logo in the Show Catalogue
- Mention in the ring commentary (Prize Sponsors only)
- Opportunity to present prizes and trophies for class / section sponsored



SELSFIELD PACKAGE £100 +

- 1 x three-day Sponsors' ticket allowing entry into the Show and VIP Lounge with ring-side seating
- 1 x one-day Sponsors' Guest ticket allowing entry into the Show and VIP Lounge with ring-side seating
- 1 x banner - in the appropriate area

Please contact us for more details or discuss further sponsorship@seas.org.uk or 01444 892700



SPONSORSHIP OPPORTUNITIES

Below are some of the areas/displays/classes that you could sponsor. Please do let us know if you have a particular interest or would like to target a specific audience at the show. We can then talk you through the options available.

Some sponsorship option values can be shared among multiple sponsors as non-exclusive sponsorship.

AROUND THE SHOWGROUND

PRESIDENTS RECEPTION (FIRST DAY OF THE SHOW) - £5000

Taking place on the first day of the Show in the VIP lounge and lawn overlooking the Ardingly Ring, the President's Reception is an opportunity for Show Sponsors to meet each other and the Society's President and guests and offers excellent networking opportunities.

VIP LOUNGE - £2500

The exclusive VIP Lounge is situated in the Norfolk Pavilion with its own ring side seating overlooking the main ring. Sponsors are invited to use this hospitality area along with their guests. The Lounge Sponsor will have naming rights as well as the opportunity to display collateral and signage around this exclusive area, whilst providing an excellent opportunity to network with the Show's sponsors.

DISCOVER THE COUNTRYSIDE AREA - £2500

The Discover the Countryside Area is a green oasis in the midst of the Showground, home the Countryside Hub with activities and displays aimed at children and their families. As well as offering a variety of countryside experiences and educational opportunities.

FOOD VILLAGE AND FOOD HALL - £2500

The Food Village and Food Hall feature the finest food and drinks suppliers from local spirits to homemade fudge. Incorporating the Queen's Jubilee Hall and outdoor area located next to the Green Gate entrance, this is the Show's most popular food and drink retail attractions.

COUNTRYSIDE RING - £2000

New in 2024, this ring was a great addition to the show right in the heart of the show, and host a full programme of displays and demonstrations across the 3 days of the show. Sponsorship of this ring, will mean your company will be mentioned when the ring is covered, including pre-show collateral, on show maps, timetables and during show commentary.

VINTAGE AGRICULTURAL MACHINERY ZONE - £2000

Brand and name the popular Agricultural Machinery Zone incorporating vintage tractors and steam traction engines. A highly popular part of the Show programme. Place signage and branding around the area, in the display ring and in printed collateral where the area is mentioned.





SPONSORSHIP OPPORTUNITIES

RE-ENACTMENT VILLAGE - £1500

This is popular area of the show, features warriors of old with their weapons and armour, travelling blacksmiths and carpenters and even cooking demonstrations. This fascinating zone is jam-packed with fun, historical stands as well as daily battle re-enactments.

BEES AND HONEY MARQUEE - £1500

The Bees & Honey marquee, provides fantastic displays and demonstrations, including a real hive. Educating the public about bees, their care and products. The marquee also showcases a number of local beekeepers products from honey to wax products.



HORTICULTURAL SECTION - £1500

Always a popular section of the show, this marquee will house entries from our children's growing in containers competition, which has been a very effective way of educated all our future gardeners to horticulture. The marquee will also contain horticultural and gardening displays. Opportunities include branding of the marquee, and having a presence inside to promote and raise awareness of your business.



GRAPE AND GRAIN WALK - £1500

This area allows local vineyards and breweries to showcase their produce, to show visitors. Located within the Food Village and adjacent to the Bandstand, this area has significant dwell time, and is proving extremely popular. It offers an ideal location to place signage and branding opportunities.



MADE IN SUSSEX - £1500

This area allows local Sussex producers to showcase the amazing quality and diversity of produce, growth or produced in Sussex. It offers an ideal location to place signage and branding opportunities.



SOCIETY MEMBERSHIP BOOTH - £1500

The Society's Membership Booth is positioned outside of the Members Pavilion of the Show. Highly visible, the booth offers optimum branding opportunities and offer high traffic levels thanks to being located adjacent to the Members Pavilion and being the go-to point for membership enquiries and renewals.

CHILDREN'S COOKERY WORKSHOPS - £1500

These free cookery workshops for children take place throughout the 3 days of the show, in our NFU barn. Sponsorship of these workshops means a great opportunity to engage with our families at the show, as well as your branding and company being highlighted where-ever the workshops are mentioned.





SPONSORSHIP OPPORTUNITIES

YOUNG FARMERS' CLUB - £1500

This busy display is home to the Young Farmers' Clubs competitions. There is a high volume of visitors to engage with your branding and signage

THE BANDSTAND - £1500

Brand and name the Bandstand which is home to the popular 'Casablanca Steps'. Situated within the food village, this is the ideal place for visitors to take some time to relax while enjoying the musical entertainment and a glass of wine from the Grape and Grain Walk. This offers unique branding and signage opportunities both inside and outside the area.

SHEEP SHOW - £1500

Align your brand with the hugely popular Sheep Show, an educational and humorous live stage event starring a cast of ewes, rams and their two-legged MC. The Sheep Show has a loyal following and is guaranteed to draw the crowds to its three shows on each day of the show.

THE JOURNEY OF WOOL - £1500

This interactive displays shows the journey of wool from the shearing of the sheep, to the weaving and production of clothes and products.

WOODLAND & TRADITIONAL RURAL CRAFTS AREA - £1000

New in 2024, this area was created to highlight the often ancient crafts and woodlands skills, many of which originate in Sussex. Featuring demonstrations in trug, stick, hurdle, basket, corn dolly making, and hedge laying. As well as Bushcraft and forestry displays.





SPONSORSHIP OPPORTUNITIES

PRINTED SHOW COLLATERAL

SHOW WALLETS - £2500

Feature your brand on the Show Wallet which are distributed to members, attendees, VIPs, guests, stewards, judges, traders and competitors.

SHOW CAR PARK PASSES - £2500

Position your brand on the Show's Car Park Passes which are distributed to VIPs, guests, sponsors, exhibitors, displays, traders and competitors. The passes will be hung in the windscreen of thousands of vehicles parking at the showground.

SHOW TICKETS - £2000

Feature your brand on the Show Tickets, which are distributed to members, attendees, VIPs, guests, stewards, judges, traders and competitors.

SHOW MAP - £2000

This package includes both branding and a colour advert on the South of England Show's Official Map which is distributed to trade exhibitors, supporters and volunteers, VIPs, members and visitors before and at the Show.

YOU ARE HERE BOARDS - £1500

Put your brand front and centre on 30 highly visible 'You Are Here Boards' positioned around the Show. Highly visible branding opportunities are available on this essential visitor reference point.

LARGE SHOW MAP AT ENTRANCE GATES - £1500

Located at each of the 3 public entrance gates, these large 2m x 2m maps outline the layout of the show, and sponsorship of these maps give the opportunity to put your logo on the maps, in clear view of everyone coming through the public entrances.





SPONSORSHIP OPPORTUNITIES

MAIN RING

MAIN ARDINGLY RING - £3500

Brand and name the main ring which is the heart and most popular part of the show. The Ardingly Ring is full of action packed performances and displays which attract a large audience on all three days who will see your logos and branding.

MAIN ARDINGLY RING LEADER BOARD- £2500

Position your brand on the Ardingly Ring leader board screen located in the heart and most popular area of the Show. Your logo/branding will feature on the screen which is used to display the Ardingly Ring programme and competitor information on all three days of the Show, there are also options to have a video advert running at various times throughout the show.

INTER-HUNT RELAY (FRIDAY, SATURDAY & SUNDAY) - £4000

The Inter-Hunt Relay is one of the most popular attractions on the Show's programme, drawing a big crowd to the main Ardingly Ring. Local Hunts compete in two heats on the Friday and Saturday with the Semi-Finals and Final taking place on Sunday of the Show, Opportunities include prize giving presentations, branding around the Ardingly Ring and on the leader board.

CAVALCADE OF HOUNDS (FRIDAY, SATURDAY & SUNDAY) - £2000

This highly-popular display and parade takes place on each day of this Show in the main Ardingly Ring. Branding opportunities including announcement of sponsorship during the display and branding on the Ardingly Ring leadboard.

MAIN RING ATTRACTION - £3000

Each year we have a main ring act, as the focus of our main ring, these attractions vary each year and are always a key feature of our show advertising, sponsorship of the main ring attraction would mean your company would be mentioned in all pre-show collateral when the act is mentioned as well as during the show.

SHOWJUMPING FLOWERS - £600

Sponsor the coveted Showjumping flowers positioned in the main Ardingly Ring offering branding and signage opportunities





SPONSORSHIP OPPORTUNITIES

EQUESTRIAN - SHOWJUMPING

BALCOMBE RING - £1500

Brand and name this showjumping ring where visitors gather to experience the excitement of top class riders competing on all three days of the show.

Please see below a list of the Showjumping sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

Class	Day/ Location	Sponsorship Value
Area Trial	Friday- Ardingly Ring	£4000
HOYS Grade C	Friday- Ardingly Ring	£900
Newcomers / 1.10m	Friday- Balcombe Ring	£660
Foxhunter / 1.20m	Friday- Balcombe Ring	£680
1.35m Open	Friday- Balcombe Ring	£1350
1m Open	Friday- Balcombe Ring	£250
Discovery	Friday- Balcome Ring	£250
Grand Prix	Saturday- Ardingly Ring	£3600
Discovery	Saturday- Balcome Ring	£250
Newcomers / 1.10m	Saturday- Balcombe Ring	£660
1.00m Open	Saturday- Balcombe Ring	£200
Foxhunter / 1.20m	Saturday- Balcombe Ring	£680
1.30m Open	Saturday- Balcombe Ring	£1200
1.40m Open	Saturday- Balcombe Ring	£1100
Accumulator	Sunday - Ardingly Ring	£1500
BS International Stairway	Sunday- Ardingly Ring	£7500
1m	Sunday- Balcombe Ring	£200
Discovery	Sunday- Balcombe Ring	£250
Newcomers / 1.10m	Sunday- Balcombe Ring	£660
Foxhunter / 1.20m	Sunday- Balcombe Ring	£680
1.30 Open	Sunday- Balcombe Ring	£750



SPONSORSHIP OPPORTUNITIES

Class	Day/ Location	Sponsorship Value
National Amateur 85cm	Sunday - Cuckfield Ring	£200
British Novice 90cm	Sunday - Cuckfield Ring	£200
National Amateur 95cm	Sunday - Cuckfield Ring	£200
National Amateur 1.05cm	Sunday - Cuckfield Ring	£250
Unaffiliated 60cm	Sunday - Cuckfield Ring	£100
Unaffiliated 70cm	Sunday - Cuckfield Ring	£100
Unaffiliated 80cm	Sunday - Cuckfield Ring	£100
Unaffiliated 90cm	Sunday- Cuckfield Ring	£100

EQUESTRIAN - SHOWING

CUCKFIELD RING - £1500

Brand and name this equestrian showing ring where visitors gather to watch the excitement of the competitions and equine competitors strutting their stuff to win a coveted rosette.



HACKNEY RING - £1500

Brand and name this equestrian showing and display ring. Across the three days this ring hosts a number of exciting competitions and equestrian displays.



HEAVY HORSE VILLAGE & PARADE - £5000

Name the famous Heavy Horse Village after your company and benefit from high-level signage opportunities as well as featuring on the Show Maps. A popular feature and area where visitors can come face-to-face with the Show's heavy horse stars.





SPONSORSHIP OPPORTUNITIES

Please see below a list of the Equestrian Showing sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

Class/Section	Day/ Location	Sponsorship Value
Heavy Horse Turnouts Teams	Friday- Ardingly Ring	£200
In-Hand Shetlands	Friday- Cuckfield Ring	£300
In Hand Coloureds	Friday- Cuckfield Ring	£200
RHS Ridden Coloureds	Friday - Cuckfield Ring	£255
BSPS Performance Coloureds	Friday - Cuckfield Ring	£150
Foreign Breeds	Friday - Cuckfield Ring	£230
Ridden Heavy Horse	Friday - Cuckfield Ring	£100
Light and Sport Horse Breeding	Friday- Hackney Ring	£300
Mountain & Moorland In Hand Small and Large	Friday- Hackney Ring	£230
Veteran Horse - In Hand	Friday- Hackney Ring	£185
Veteran Horse - Ridden	Friday - Hackney Ring	£210
Heavy Turnouts Pairs	Saturday- Ardingly Ring	£150
HOYS Scurry Driving	Saturday- Ardingly Ring	£1350
Rising Star Championship	Saturday - Cuckfield Ring	£150
Rising Star Ridden Hunters	Saturday - Cuckfield Ring	£150
Rising Star Ridden Cobs	Saturday - Cuckfield Ring	£150
Rising Star Riding Horse	Saturday - Cuckfield Ring	£100
Rising Star Hack	Saturday - Cuckfield Ring	£100
Rising Star Ladies Show Horse	Saturday - Cuckfield Ring	£100
Rising Star Racehorse to Show Horse	Saturday - Cuckfield Ring	£100
Open ROR	Saturday - Cuckfield Ring	£100
Mountain & Moorland Ridden	Saturday - Hackney Ring	£470
BSPS Performance Ponies	Saturday - Hackney Ring	£150



SPONSORSHIP OPPORTUNITIES

Please see below a list of the Equestrian Showing sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

Class/Section	Day/ Location	Sponsorship Value
BSPS Heritage Lead Rein & First Ridden Working Sports Pony	Saturday - Hackney Ring	£150
Heavy Horse Turnouts Singles	Sunday- Ardingly Ring	£200
Side Saddle Concours, Costume	Sunday- Ardingly Ring	£150
Champion Supreme Show Horse	Sunday - Ardingly Ring	£1000
RIHS Maxi Cob LWT & HWT	Sunday- Hackney Ring	£350
Ridden Hunter Open	Sunday- Hackney Ring	£100
RIHS Ridden Open Amateur Hunter	Sunday- Hackney Ring	£100
Hunter Championship	Sunday- Hackney Ring	£100
RIHS Hacks	Sunday- Hackney Ring	£255
RIHS Riding Horses	Sunday- Hackney Ring	£255
Side Saddle Equitation	Sunday- Hackney Ring	£100
Side Saddle Concours	Sunday- Hackney Ring	£100





SPONSORSHIP OPPORTUNITIES

LIVESTOCK SECTION

STOCKMANS DINNER - £2500

Taking place on the Saturday evening for all our livestock exhibitors, this offers not only an opportunity for branding and signage on tickets and at the event, it's a great opportunity to increase your brand awareness with the farming committee.



CATTLE SHOWING RING - £1000

The cattle rings are a must visit for all our show visitors. Hosting our Dairy, Beef and Young handler classes, as well as the highly competitive and a number of other displays throughout the three days of the show.



CATTLE APPEARANCE - £3000

The cattle exhibitors at the South of England Show are paid an appearance fee to cover the costs of bringing their livestock to the show. This is a unique opportunity for you to increase your brand awareness within the farming community and our wider audience.



SHEEP & GOAT SHOWING RING - £1000 (EACH)

Hosting our competitive Sheep and Goat classes of the show, centrally located in the livestock area of the show.



PIG SHOWING RING - £1000

This ring hosts all our pig competitive classes.





SPONSORSHIP OPPORTUNITIES

BEEF CATTLE

Please see below a list of the cattle judging sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

Class/Section	Day	Sponsorship Value
Aberdeen Angus	Friday	£550
Sussex	Friday	£700
Hereford	Friday	£550
Charolais	Friday	£550
Simmental	Friday	£550
Blonde	Friday	£550
Limousin	Friday	£550
British White	Friday	£550
Beef Shorthorn	Friday	£550
Highland	Friday	£550
Dexter	Friday	£550
Belgium Blue	Friday	£550
Parthenaise	Friday	£550
Murray Grey	Friday	£550
Longhorns	Friday	£550
Belted Galloway	Friday	£550
Galloways	Friday	£550
Any Other Breed- Beef	Friday	£1050
Supreme Beef Champion	Friday	£1025



SPONSORSHIP OPPORTUNITIES

Class/Section	Day	Sponsorship Value
Inter Breed Junior Native Beef	Saturday	£150
Inter Breed Junior Continental Beef	Saturday	£150
Team of 4 (Beef)	Saturday	£2100
Beef Heifer Sweepstakes	Sunday	£120
Commercial Beef	Saturday	£550
Beef Leaders	Sunday	£250
Tidy Cattle Lines	Friday, Saturday & Sunday	£500

DAIRY CATTLE

Class/Section	Day	Sponsorship Value
Ayrshire	Saturday	£800
Holstein	Saturday	£1000
Jersey	Saturday	£700
Any Other Dairy Breed	Saturday	£700
Inter Breed Dairy Breeders Group	Saturday	£525
Super Dairy Cow	Saturday	£620
Superme Dairy Awards	Saturday	£1025
Best Dairy Female	Saturday	£120
Dairy Heifer Sweepstake	Sunday	£30
Dairy Leaders	Sunday	£250



SPONSORSHIP OPPORTUNITIES

SHEEP

Please see below a list of the sheep & goat judging sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

Class/Section	Day	Sponsorship Value
Southdown	Friday	£550
Suffolk	Friday	£470
Texel	Friday	£470
Continental	Friday	£400
Longwool	Friday	£350
Hill & Heath	Friday	£350
Shortwool	Friday	£350
Lleyn	Friday	£350
Zwartbles	Friday	£400
Kerry Hill	Friday	£550
Butchers Lambs	Friday	£150
Livestock Exhibitor Awards	Friday	£25
Supreme Sheep Championship	Saturday	£110
Inter Breed Group Championship	Saturday	£170
Wool on Hoof	Saturday	£100
Inter-Breed Teams of 4	Saturday	£100
Sheep Leaders	Sunday	£60
Sheep Sweepstakes	Sunday	£20

GOATS

Class/Section	Day	Sponsorship Value
Dairy Goats- Friday Show	Friday	£1000
Dairy Goats- Saturday Show	Saturday	£1000



SPONSORSHIP OPPORTUNITIES

PIGS

Please see below a list of the pig judging sponsorship opportunities. Some sponsorship values can be shared among multiple sponsors for non-exclusive sponsorship.

Class/Section	Day	Sponsorship Value
Berkshire	Friday	£400
Saddlebacks	Friday	£400
British Lop	Friday	£400
Large Black	Friday	£400
Oxford Sandy & Black	Friday	£400
Gloucester Old Spot	Friday	£400
Middle White	Friday	£400
Large White	Friday	£400
Duroc	Friday	£400
Modern	Friday	£400
Traditional	Friday	£400
Kune Kune	Friday	£500
Livestock Exhibitor Awards	Friday	£25
Commercial Live	Saturday	£600
Inter Breed Championship	Saturday	£110
September Gilt	Saturday	£70
Pairs	Saturday	£80
Novice	Saturday	£80
Pig Handler	Sunday	£80
Three Generation Pig	Saturday	£70

If you would like to discuss any of the above or find out what other opportunities we have available please contact us on sponsorship@seas.org.uk or call 01444 892700, we would be more than happy to discuss everything with you to tailor a package that best suits you or your company's needs, budgets and interests.

2nd May 2025	Deadline for sponsors to send logos and adverts to Geerings printers (see specification)
23rd May 2025	Sponsors confirms names of their representatives for prizegiving
3-4 weeks before show	Show passes issues by SEAS
30th May 2025	Deadline for sponsor to send banners to SEAS office
6th-8th June 2025	South of England Show
20th June 2025	Deadline for banners to be collected from SEAS

VAT
Please be aware that all sponsorship is subject to VAT

DONATIONS UNDER £100
Any amounts under £100 are considered a donation, please get in touch with us to discuss in more detail. Donations are free from VAT.

BANNER ADVERTISING
Additional banners can be placed around any of the rings or the perimeter fence at the price of:
£100 plus VAT for side rings and perimeter fence
£150 plus VAT for around the main ring

A THANK YOU TO SOME OF OUR 2024 SPONSORS

The image displays a collection of logos for sponsors. The logos include:

- British Showjumping (RAISING THE BAR)
- SCA Southern Cranes & Access (southerncranes.co.uk)
- Mansell McTaggart (Trusted since 1947)
- Batcheller Monkhouse
- CLM
- Dinnages
- knilljames (chartered accountants)
- BARFOOTS
- Bovis Homes
- CSB FIRE PROTECTION (KEEPING PEOPLE SAFE)
- Mid-Sussex Timber
- MID SUSSEX DISTRICT COUNCIL
- CooleBevis^{LLP} SOLICITORS
- Virgin MONEY
- Knight Frank
- D&R STRUCTURES LTD (Structural Steelwork, Builders Beams, Metalwork, Balustrades and Staircases. Tel: 01243 544838)
- mha